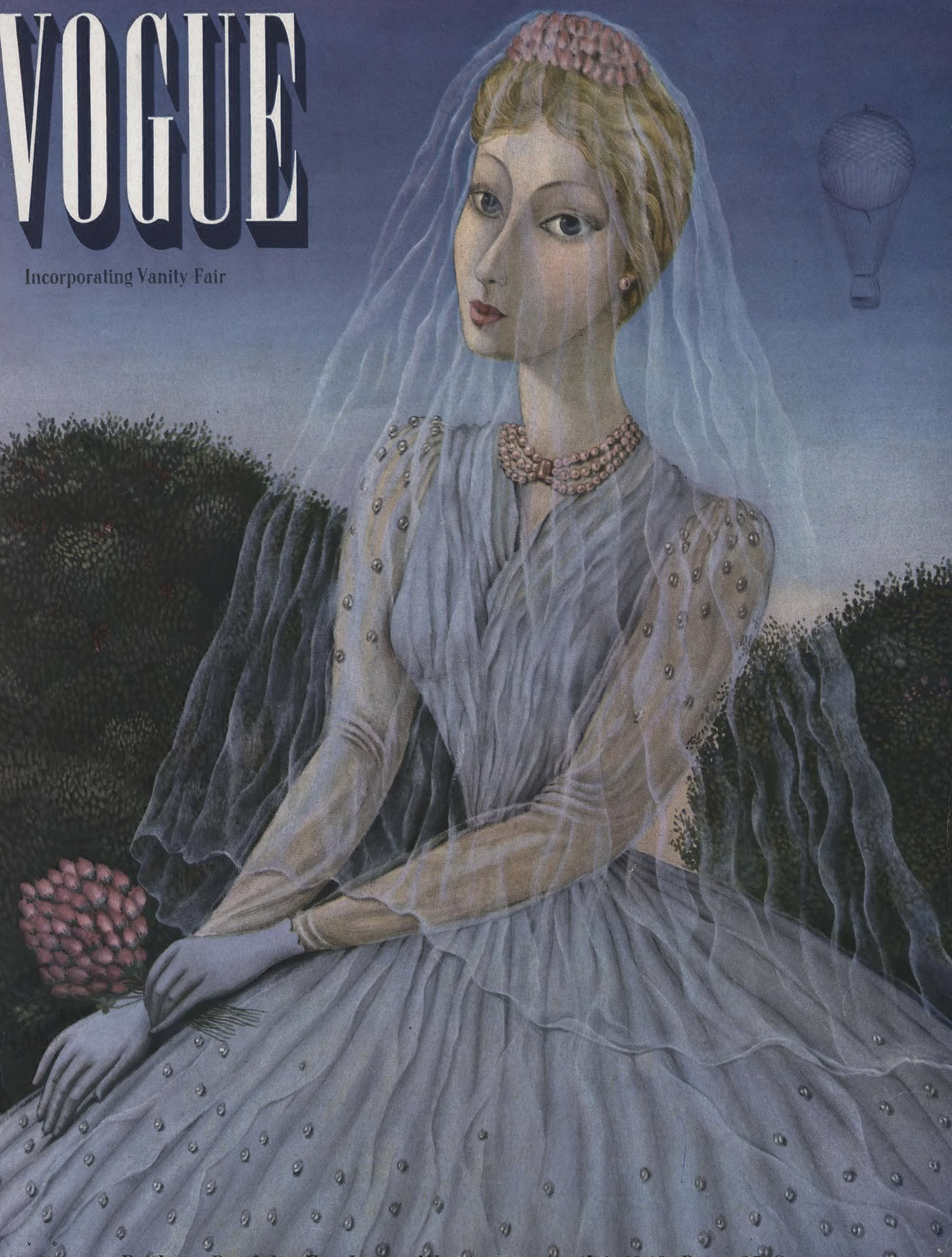
VOGUE

Incorporating Vanity Fair



BATES FABRICS

"Loomed to be heirloomed" REG.

"Wildflowers" . . . fresh as the first blooms of spring . . . transplanted with wit and wisdom to this exquisitely quilted bedspread. "Wildflowers" is a decorative pulse-quickener that floods any room with a subtle excitement...a spread that will do as much for your spirits as it does for your bedroom!

"Wildflowers" comes in a sturdy cotton fabric, sunfast and tubfast. It's already laundered and available only in the one lovely color scheme photographed above. Write today to Bates Fabrics, Inc., 80 Worth Street, New York City, for new booklet of patterns.

Bates BEDSPREADS

*GLOBE-TROTTER

Best's exclusive
go-everywhere coat

19.95

To top everything from slacks to evening clothes – our young fingertip coat beautifully tailored in wool-and-rabbit's hair, fully lined with rayon crepe. Sizes 10 to 20 in †Legion Red, sky blue, lemon yellow, pink, raspberry, aqua, cruise blue, white, beige. Also navy monotone tweed.

When ordering by mail,
please refer to model V10

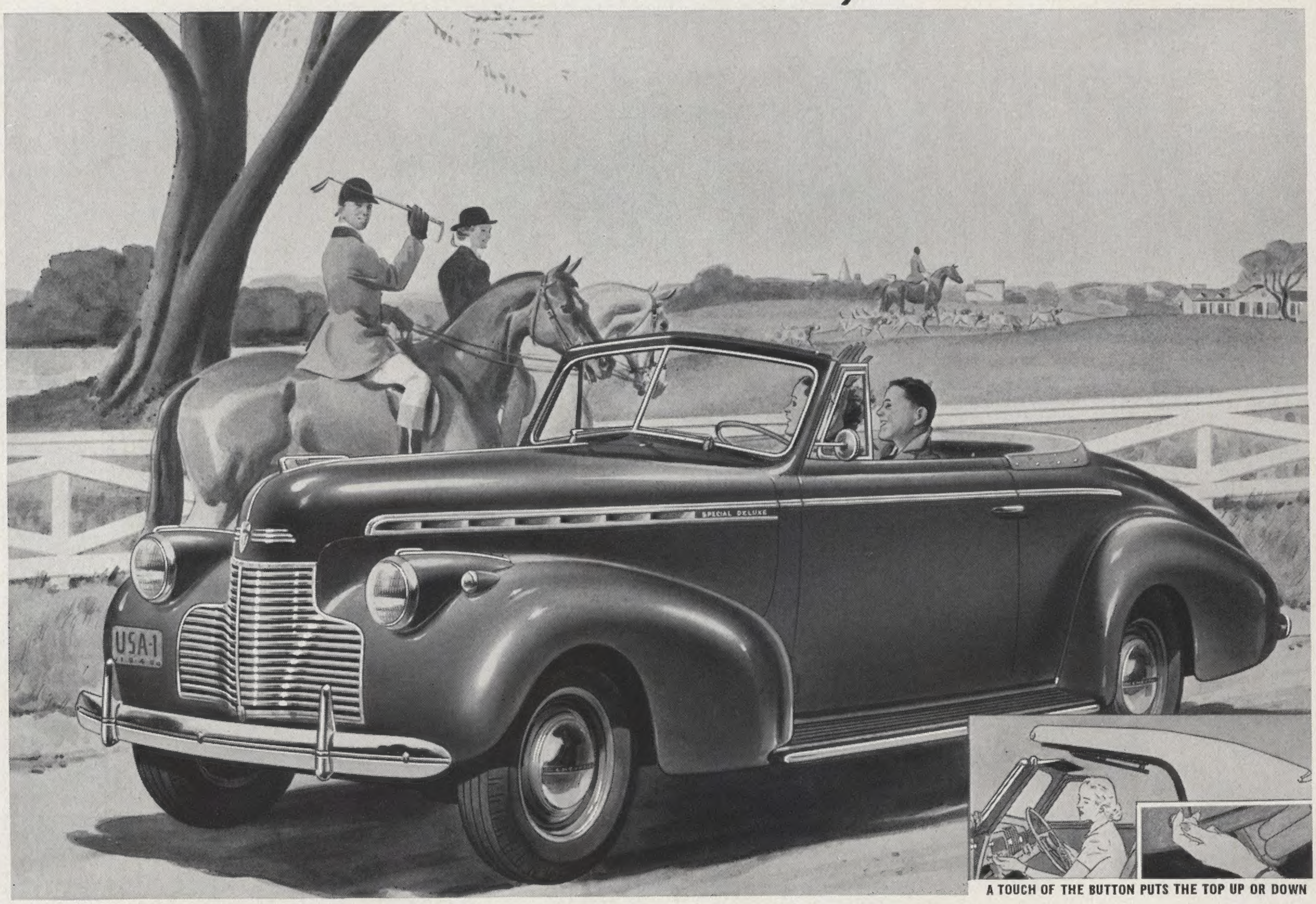
BEST & CO.

Fifth Avenue, New York

*Reg. U. S. Pat. Off.
†Reg. App. for

GARDEN CITY
EAST ORANGE
ARDMORE
CLEVELAND HEIGHTS
MAMARONECK
BROOKLINE
GROSSE POINTE
WASHINGTON, D. C.

"Chevrolet's First Again!"



A TOUCH OF THE BUTTON PUTS THE TOP UP OR DOWN

First in Fashion for '40!

THE NEW SPECIAL DE LUXE CABRIOLET

An all-season car of outstanding poise and charm . . . snug and comfortable in cold weather, open and breezy on warm days . . . a bright, brilliant beauty leader all through the year!

This handsome new Chevrolet Station Wagon . . . seating eight passengers comfortably, and available on either the Special De Luxe or Master 85 Chevrolet chassis . . . is the ideal carrier for general suburban use and for resort hotels, clubs and estates.

Eye It .. Try It .. Buy It!

Look—Young America! . . . And *look young, America,* regardless of whether you're sixteen or sixty! . . . For here's *your* motor car—the beauty-leading Chevrolet Convertible Cabriolet!

It's young of line . . . slim, sleek, streamlined . . . with more than a hint of *custom-built exclusiveness* in its make-up, for it's available in eight different color harmonies, with the upholstery in any one of four different colors!

It's young in action . . . all zip and zest . . . engineered to out-accelerate, out-climb and out-perform its field!

And it's gloriously young in its ready adaptability for all-season comfort . . . becoming either open car or closed car in 15 seconds flat . . . thanks to Chevrolet's smooth-working Automatic Top!

Yes, and a *young pocketbook* can buy it, too! For "Chevrolet's FIRST Again." First in *economy* as well as in *fashion*—first in *value* as well as in *sales!*

CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation,* DETROIT, MICHIGAN

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A.

Vol. 95, No. 7
Whole No. 1625

wool coat over print dress, original, with Bergdorf Goodman back of its special excellence.

A ripple wrist-length jacket suit of Crown Tested Rayon and silk taffeta, brilliantly smart for Spring. At Russek's, New York; Carson, Pirie Scott & Co., Chicago; J. W. Robinson Co., Los Angeles; Lockhart's, Inc., St. Louis; Popular Dry Goods Co., El Paso.

Crown Tested Rayon Fabrics

CROWN TESTED AND APPROVED CROWN RAYON TRADE MARK REG. U.S. PAT. OFF.

American Viscose Corporation
200 Madison Avenue, New York City
World's Largest Producer of Rayon Yarn

THE FIRST NAME IN RAYON...
THE FIRST IN TESTED QUALITY

Copr. 1940—American Viscose Corp.

Bonwit Teller

CLARE POTTER'S Persian Prince. Original slack suit by a designer whose forte has long been *extravaganza* pajamas. These show her unique sense of line and colour . . her singular inventive genius. Tunic coat with bodice fullness, slim over T-square trousers. In gray-green or cocoa tissue weight wool gabardine. Rayon crepe blouse. Misses' sizes, 69.95 Fifth Floor

BONWIT TELLER • FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

"Lovely to look at and lovely to wear."
A day dress of navy silk faille crepe.

Whether the stone in the new dream ring that marked your coming of age weighs more than two carats or whether you went lunchless for months to make that half-carat darling your very own, the real thrill is in knowing that it is genuine. And there is a similar thrill in knowing that the dress you wear is really silk. There is added quality in a good silk dress — quality that starts with the raw material and carries on through to the gown itself. Fashions can be copied down overnight but the quality in a good silk cannot be imitated. Don't guess. Don't take fabric for granted. When you shop it's not enough just to ask to see "a dress." For real clothes satisfaction say "Silk".

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK

Week-end companions . .
rayon crash jacket
in vivacious colors:
flag blue or red,
gray, natural, amber,
with dotted slacks,
trim white shirt 39.95
Box pleated skirt
to match the jacket 9.95
jay thorpe
FIFTY-SEVENTH STREET WEST NEW YORK

Look deep beneath the surface beauty of Watson Sterling flatware . . . see the depth and sharpness of the pattern . . . the lustre that becomes more lovely with use and polishing! Notice the finish of fork tines and the shaping of the bowls and tips of spoons; the "lock grip" joining of knife blades to handles. Your jeweler will gladly show you Watson Sterling. ★ ★ Table-setting and entertaining hints in the new booklet, "Sterling For Good Fortune." For this booklet, and "life size" photos of table settings in four Watson patterns, send 10c. The Watson Company, 1240 Watson Park, Attleboro, Mass.

Watson Sterling

TRADE MARK

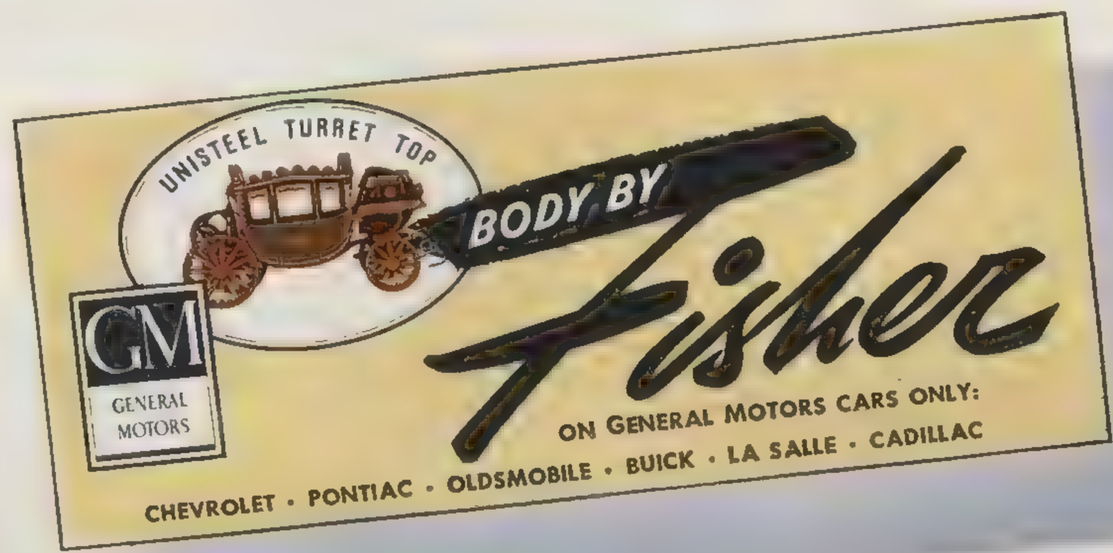
SO-O BIG!

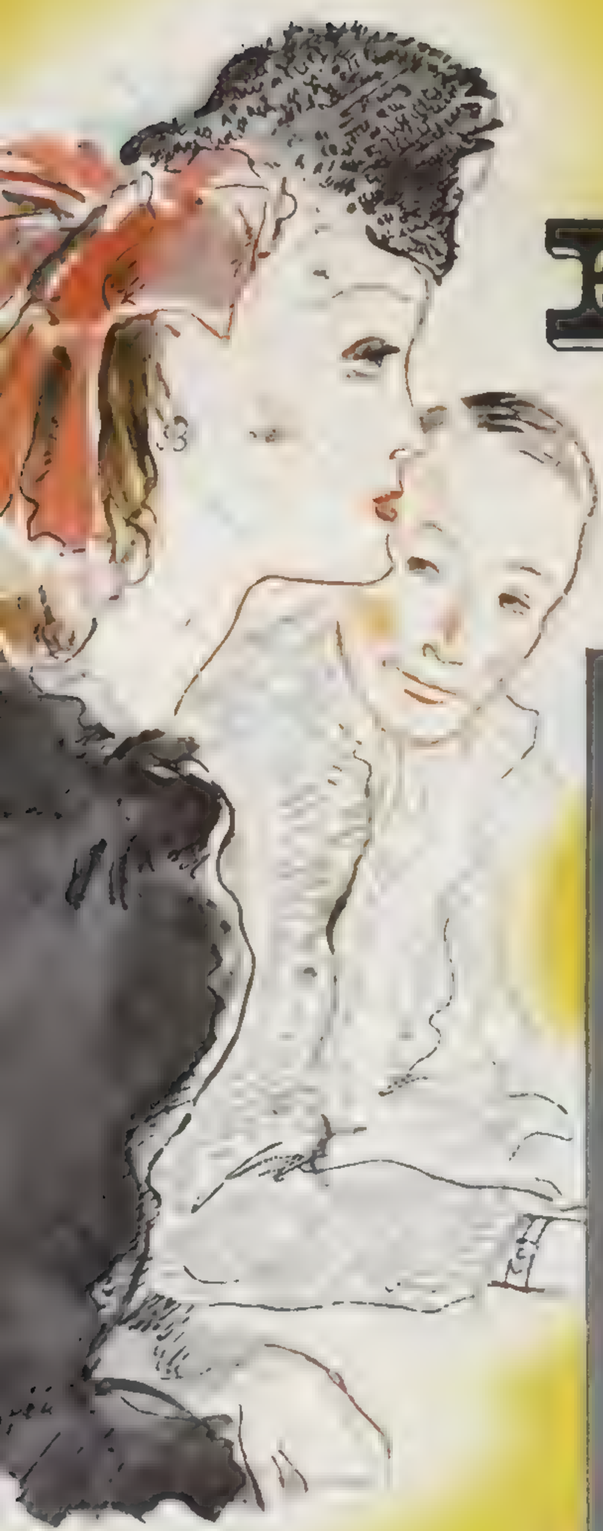
Copyright Dionne Quintuplets

Above, from left to right, Yvonne, Marie, Annette, Cecile, Emilie show keen interest in a model of the famous coach that symbolizes Fisher craftsmanship. On the left, they're obviously delighted with its most modern counterpart — the 1940 Body by Fisher — and the luxurious way it enhances the new Chevrolet. Note the absence of distortion in its Hi-Test Safety Plate *Glass — used in all door windows and Ventipanes as well as the windshield of the 1940 Special De Luxe Chevrolet sedan shown here.*

Copyright Dionne Quintuplets

THESE world-famous little ladies are certainly growing up in style • Here they're learning how the world's most famous motor car body has grown up, too — into the widest, longest, strongest Unisteel Turret Top Body by Fisher that General Motors cars have ever had • Its extra room, you can imagine, is a mighty important contribution to motoring comfort — while its newly strengthened steel construction makes your security on the highway more certain than ever • But of all the ultra-modern features with which the 1940 Body by Fisher abounds, none is more eye-opening than its Planned Vision • It increases the range of your view ahead with a wider windshield. It broadens your scope of traffic behind with a more effective placement of the rear-view mirror and a 10% to 18% larger back window. And it rids your sightseeing of distortion and eyestrain — by the use of genuine Safety *Plate* Glass all around • That's why you hear it repeated so often, "The buyword for '40 is Body by Fisher" — which means a General Motors car, of course.





FORELOOKERS

Firestone *has met these forelookers before. In 1895, when Harvey Firestone caught their eye with the first rubber-tired buggy in Detroit. In 1905, when he sidetracked buggies to concentrate on automobiles. In 1927, when he startled America with the first balloon tires. Now, again, Firestone brings a new idea in comfort to America, the* FIRESTONE AIRTEX MATTRESS *. . . and meets the forelookers in every community buying again!*

COSTUME: NETTIE ROSENSTEIN ORIGINAL FROM NEIMAN-MARCUS

are buying... Firestone AIRTEX MATTRESSES

Everywhere, there are certain families who always have the new things...first. Forelookers, with a sixth sense for success. These forelookers once got out and got under the first automobiles...sat up nights with radio when most folks thought it a boy's toy...flew, when friends greeted the air-traveler as one returned from the dead...accepted slide fasteners, and Controlastic, and rayons, and vitamins with prompt delight.

THIS year, the success they perceive, the thing they are buying from coast to coast, is the FIRESTONE AIRTEX MATTRESS. Not just because it's the most comfortable thing to sleep on. Not just because it makes up so much more smartly. But because it's the important *new* thing...offsetting the increased noise and speed of modern life by day, with an improved quality of rest and sleep by night...a thing that is about to change the night-life of the nation.

Visit the best store in town. Ask for the new FIRESTONE AIRTEX MATTRESS. Kneel on it, sit on it, recline on it, see how smart it looks in the model rooms. You never felt, you never saw, anything like it. You, too, will be a forelooker, and buy it. Write for our booklet, and name of nearest store carrying Airtex.

AT LEADING FURNITURE AND DEPARTMENT STORES FROM COAST TO COAST

***Airtex No.* 45** (4½″ *high*) 64.50*
***Airtex No.* 30** (3″ *high*) 49.50*
***Airtex No.* 10** (7″ *high with innerspring*) 44.50
Superluxe Box Spring (11″ *high*) 39.50
Standard Box Spring (7½″ *high*) 34.50

Firestone
Airtex Division • Fall River, Mass.
**Slightly higher on West Coast*

YOU SLEEP ON AIR: *The Firestone Airtex Mattress is 15% pure latex (the milky juice of the rubber tree) beaten to a high froth with 85% air, and baked in a mattress-mould just like an angel food cake.* ***PERFECT BODY SUPPORT:*** *It gives utter rest and relaxation of bones, muscles and nerves. Yields to the sleeper's lightest breath. Absorbs every pajama-wrinkle and button-lump. Is invaluable for nervous sleepers, old people with stiff joints, children growing straight little backs.* ***COOL IN SUMMER, WARM IN WINTER:*** *The mattress "breathes" with the sleeper. Through its myriad air-bubbles cool air circulates in summer, warm under-covers air circulates in winter.* ***ODORLESS:*** *Since pure latex is odorless, and nothing is added but air, the Firestone Airtex Mattress is also odorless. It is also sanitary, dustless, non-allergic, vermin-repellent, moth-proof.* ***EASY TO USE:*** *Being mostly air, it's light to handle. Never needs turning, airing, sunning, rebuilding, retufting . . . nothing! First cost is only cost. Gives comfort over any kind of spring or no spring . . . maximum comfort over a specially designed Firestone Box Spring.* ***APPROVED BY LUXURY LINES:*** *Has been in hard use for many years by luxury trains, planes, steamships, busses giving maximum travel luxury. Also by leading hospitals and sanitariums.*

Hat by
STUART KENT
HARPER

for spring
faces

Color Cue

YOUR cue for a dramatic new face for the spring season—the new Dorothy Gray Cosmetic Color Cue. A make-up set which gives you a full-size, famous Dorothy Gray creamy lipstick...Dorothy Gray nail polish in a new "syrupy" lacquer... and related shade of loveliest Dorothy Gray Powder. A smart boxful of beauty designed to bring your make-up into perfect harmony.

Comes in the leading Dorothy Gray lipstick shades, with new-formula nail polish that matches (or harmonizes), and face powder.

Dorothy Gray Cosmetic Color Cue—including Lipstick, Face Powder, and Nail Polish—an amazing value at only $1.00.

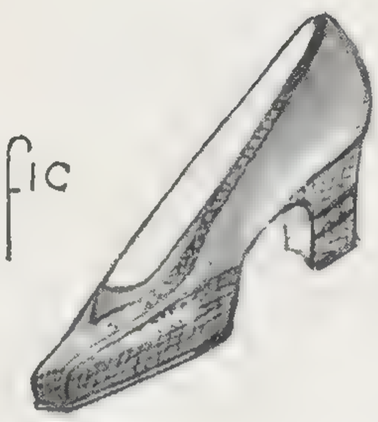
DOROTHY GRAY SALONS...683 Fifth Avenue, New York...Paris London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles ... Denver ... Washington Boston ... Milwaukee ... Buffalo ... Norfolk ... Chestnut Hill, Philadelphia San Francisco ... Seattle ... Brussels ... Amsterdam ... The Hague Rotterdam ... Cannes ... Nice ... Monte Carlo ... on the Grace Line "Santa" ships...and on American Republics Line "Good Neighbor" ships.

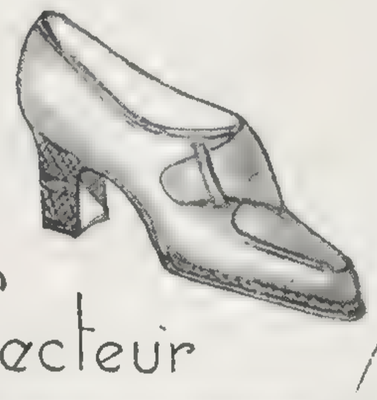
DOROTHY GRAY

Copyright, 1940, by Dorothy Gray, Ltd.

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

More distinguished than ever - our Spring 1940 Collection of Shoes by DeBusschère of Bruges





Henri Bendel
10 WEST 57
NEW YORK

DeBUSSCHERE SHOES ARE MADE ENTIRELY BY HAND • ON AMERICAN LASTS • AND ARE EXCLUSIVE WITH HENRI BENDEL

Model 4078—Young spirited pennant stripes with blue, gold, or turquoise green predominating. Sizes 12 to 40

Model 4090—Rich cloisonné motif with spring leaf, blue Danube, rosenna or gray predominating. Sizes 12 to 40

Model 4062—White pin dots on navy, wine, cadet blue or black. Sizes 14 to 44

Model 4067—White on blue Danube, birchwood, rosenna, or navy. Sizes 12 to 40

Your Picture in Print

Model 4089—Icing white stripes on navy, rosenna, spring leaf or teal. Sizes 14 to 42.

A lush Georgiana print is just the thing to make you a blossom-fresh picture of spring. The colors, the skirts, the surprise details, make shopping a skylark . . . fit and flattery a certainty! Let yourself go with wisdom. For Giana rayon crepe (they're all made of it) is summer-cool for the hot months ahead. **$6.50**

Abraham & Straus.....Brooklyn
Bloomingdale's....New York City
Wm. H. Block.....Indianapolis
J. L. Brandeis.....Omaha
Bullock's.....Los Angeles
Crowley Milner..... ....Detroit

Carson Pirie Scott.....Chicago
The Dayton Company.Minneapolis
Wm. Filene's.....Boston
Frederick & Nelson.....Seattle
Joseph Horne.....Pittsburgh
Hutzler Bros. Co.....Baltimore

Kerr's.....Oklahoma City
Kline's.....Kansas City
Levy Bros.....Houston
The May Co.....Denver
Meyer Bros.....Paterson
Montgomery Fair....Montgomery

M. O'Neill.....Akron
Rich's.....Atlanta
Sanger Bros.....Dallas
Shillito's.....Cincinnati
Sibley, Lindsay & Curr..Rochester
Or write Tabin Picker Co., Chicago

I. MAGNIN & CO.
FASHIONS THE COAST
SAN FRANCISCO • LOS ANGELES • SEATTLE
AND OUR OTHER CALIFORNIA SHOPS

Jessie Franklin Turner

410 PARK AVE. at 55th St. NEW YORK

George Platt Lynes

Balenciaga's vegetable-seller dress—his perfect coarse linen frock: delicious reminder of the ample skirts and pockets of market women *aux Halles.* Sunningdale Shop copies have all the forthright chic of the original, complete with wonderful padded raglan shoulders. Try it in Balenciaga brown linen with turquoise rib socks to match the leather belt. Or grey with brown, black with red belt. $59.75.

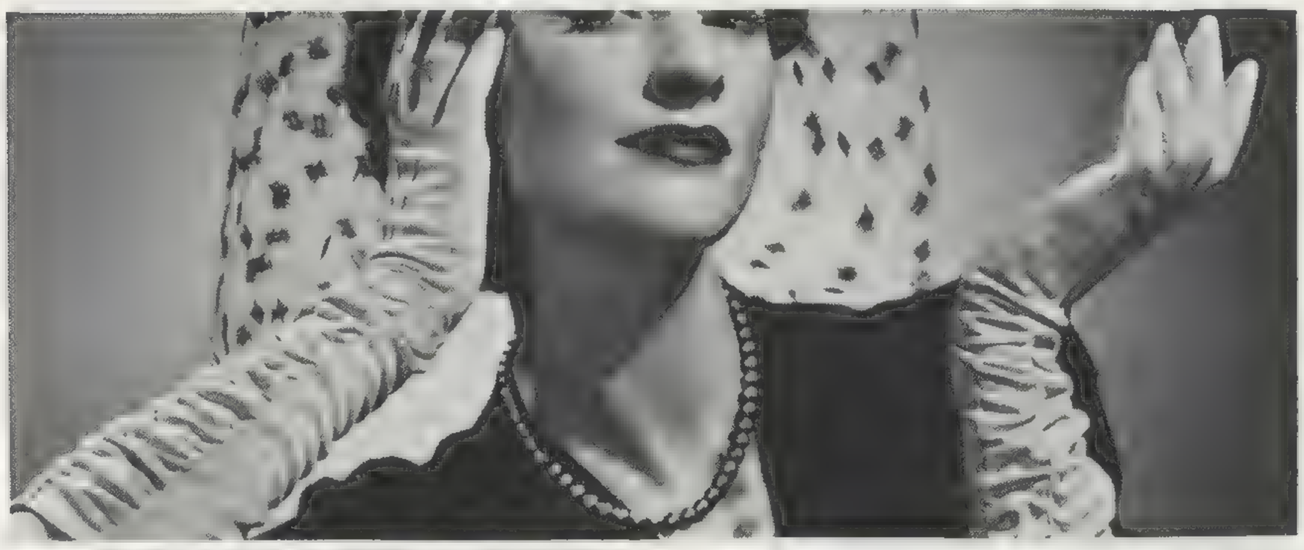
Marshall Field & Company · CHICAGO

*

"FANDANGO" gets that soft draped look from row upon row of elastic shirring up to the elbow. Smart 10-button length, in fine Fauntex.* $1.50

"CAPRICE" ends with the graceful flourish of a pleated frill. In 6-button length, of soft, durable Fauntex* which makes hands look so lovely. $1

"RIO" makes every gesture pretty with its scallops all daintily edged with frills. An 8-button length glove of firm, well-tailored Fauntex.* $1



(above) **"VICTORIA"** is corded down its 10-button gathered length. Double-woven Amersuede.* $1.95

(below) **"DEBUTANTE"**, an 8-button slipon, gives you luscious colors. Of smoothly tailored Fauntex.* $1

Van Raalte

NEW LONG LINES FOR CHARMING GESTURES IN

FABRIC GLOVES

Draw on a pair of these new long gloves, and draw to yourself a new charm. Gracious—romantic—inherently feminine. In gay new colors, these longer gloves become veritable exclamation points for dramatizing both gesture and costume. Of fine rayon fabrics, in simple but attractive styles, they stand for the best in longer glove fashions and in all-American quality. Sold in better stores everywhere.

*Reg. U. S. Pat. Off.

"BECAUSE YOU LOVE NICE THINGS"

NEW SLEEK LINES
ACHIEVED WITH EASE
IN
LASTEX UNDIES
The longer torso is in—decidedly! A silhouette achieved without losing one whit of ease, in these supple, action-loving lastex undies. Daintily light in looks and feeling, they efficiently coax unwanted bulges into the desired sculptured lines. See them in knit underwear departments of fine stores everywhere.
PANTIE GIRDLE of lastex and rayon satin. With removable garters. $3
SINGLETTE of lastex with pantie bottom, molds your figure to slim longer lines, yet gives you complete ease in every action. $5
SLEEK GIRDLE of lastex and rayon satin gently curbs your curves. $2.50
BRA of lastex and firm Suavette. $1
LACE FLOUNCE trims a smoothly controlling lastex girdle. Garters and crotch detachable. $3.50
Van Raalte
VAN RAALTE • STOCKINGS • UNDERTHINGS • GLOVES 417 FIFTH AVENUE, NEW YORK CITY

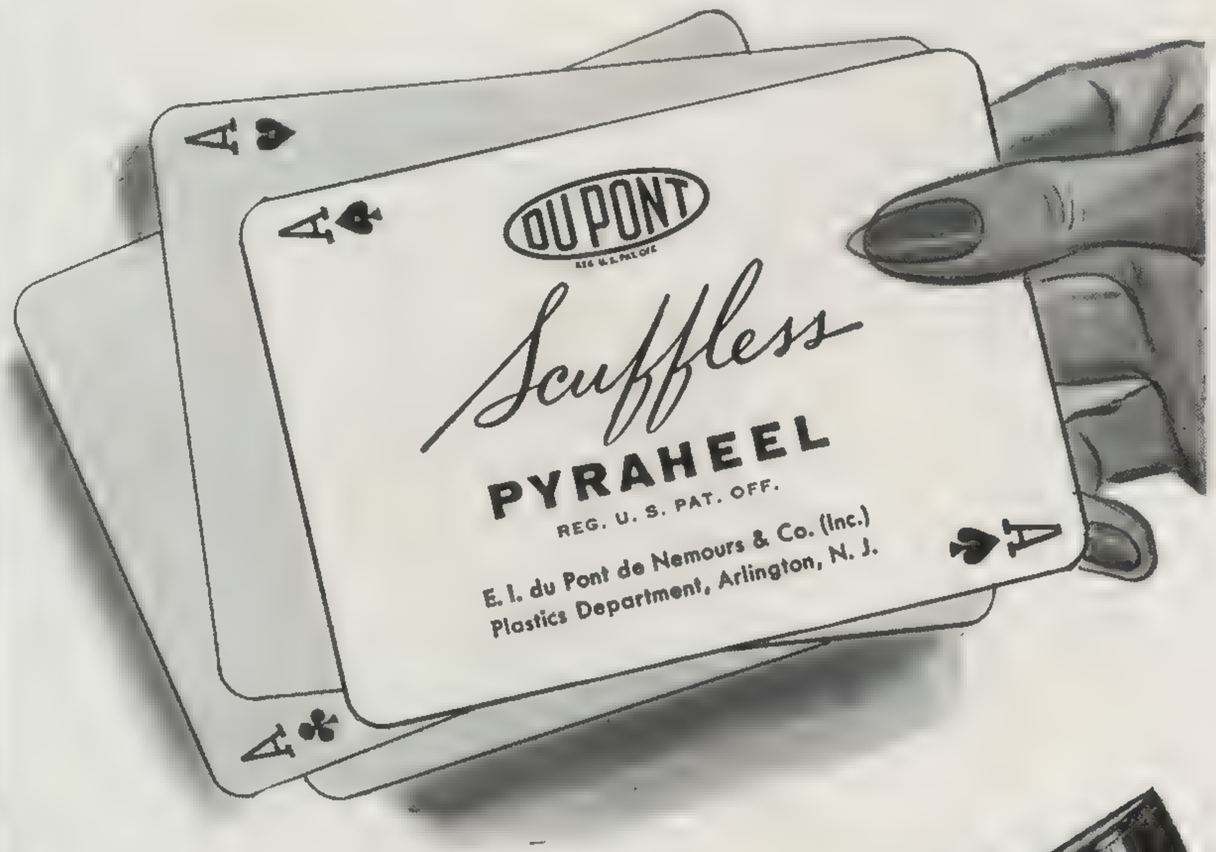
"OUTSIDE OF DRIVING BAREFOOT

...*what can a girl do?*"

I was mad as a hornet when I stormed into Jane's for our weekly session of bridge and gossip. "Say, you look like you've just seen the little man who wasn't there!" laughed Betty. "You would, too," I growled, "if you ruined a new pair of shoes the first time you wore them. Look!...Did you ever see such scuffed heels!"

"They do look bad," Jane sympathized. "How'd you do it?" "On those darn car pedals," I sputtered. "Seems every time I go driving it costs me a pair of shoes. Outside of driving barefoot... what *can* a girl do?" "Just this," said Jane, whipping off a shoe and pointing the heel at me. "Get *Scuffless* heels... they won't crack, check, or scuff!"

It didn't take me long after Jane's tip to get a pair of shoes with *Scuffless* heels. She certainly was right... car pedals stood as much chance of ruining them as I have of winning the International Bridge Tournament. And, for that matter, neither do any of my other pet peeves, like sidewalk gratings and curbstones. You can bet seven no-trump that from now on I'm only buying shoes with *Scuffless* heels!"



Right: FLORSHEIM SOPHISTICATE—a sleek-fitting, comfortable step-in, of stretchable twill with shining patent—the number one fashion combination for spring. With *Scuffless* heels.

Left: FLORSHEIM PUNCHY—gleaming patent, punched clear through for comfort. Will brighten your every walking hour in the Florsheim Punchy. Has matching *Scuffless* heels in patent effect.

Ask for shoes with Du Pont Scuffless *heels. On sale at leading shops everywhere—including those where FLORSHEIM SHOES are available.*

• • •

Du Pont on the air—Listen to "The Cavalcade of America" every Tuesday, 9 p.m. E.S.T. over National Broadcasting Company networks.

A Frothy Spring

Mrs. George U. Harris
in a gust of white lace,
her waist wreathed by golden leaves.
A Saks original... 195.00
New York, Chicago, Beverly Hills

Chorus of Harp Heels

Valkyrie Last* handsewn oxford in black or
blue gabardine with patent . . . 18.50

Suede Fenton Lowlast* with mountain snake,
blue suede with red calf . . . 16.75

Brevity Last* sandal in black, blue or yellow
imported hand lacquered fabrics . . . 27.50

Black or white satin with gold; gold kid with
silver; green kid with rose . . . 22.50

New York, Chicago, Beverly Hills

* Registered

The Sounds of Spring

Taffeta rustles across the calendar. Navy taffeta suit . . . $125

Veiled white toyo . . . $35

Black and white checked taffeta. Saks ready to wear originals . . . $110

Straw off-the-face . . . $30

New York, Chicago, Beverly Hills

The Front Line
Beige crepe on
Mrs. Wellington Cross, gathered
in front by masterful tucks
A Saks original, $85.
New York, Chicago,
Beverly Hills
a Saks Fifth Avenue original
Grafstrom

The Report of thousands of women who have had experience with *all kinds of slide fasteners* is of inestimable value to every woman. The fact is—that when 56 of America's leading stores recently questioned* thousands of customers about slide fasteners—the women who said they preferred "TALON" over any other brand numbered *more than 70 to 1.***

Because it's the dependable slide fastener—women prefer "TALON" 70 to 1

REG. U.S. PAT. OFF.

*No suggestions, no clues, no names were given in these questionnaires which would bias the results. The surveys were conducted by mail—the replies tabulated under the supervision of each store

The surveys show that, of the thousands answering, more than 80% know that there are *bad* as well as *good* slide fasteners. And their preference for Talon slide fasteners over any other brand is not 2 to 1, not 10 to 1, but actually more than 70 to 1.

In other words, women have learned *from experience* that it is important to avoid bad slide fasteners—that the trademark "Talon" is the sure guide to a slide fastener that is thoroughly reliable.

***Based on the thousands of women who expressed a brand preference.*

TALON, INC. • MAKERS OF THE TALON SLIDE FASTENER • MEADVILLE, PENNSYLVANIA

Reg. U. S. Pat. Off.

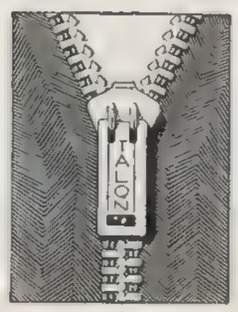
Vogue says:

"APRONS FALL OVER THE FRONT OF MANY SKIRTS!"

VOGUE SELECTS THIS INTERPRETATION... *Sheer crepe dress with a little apron, after Molyneux, tied on. Talon fasteners close the placket, the neckline.*

There's a newly narrowed look about the new clothes...a look that cries out for Talon fasteners in the plackets! How else will you keep those close-fitting waistlines neat as a pin—tiny as a thimble! But be sure to insist on the *Talon* fastener...the slide fastener that's smooth, swift, secure—and completely dependable!

TALON SLIDE
Reg.U.S.Pat.Off.
FASTENER
MADE BY
TALON, INC.
MEADVILLE, PA.



Because it's the dependable slide fastener—women prefer "TALON" 70 to 1
REG. U.S. PAT. OFF.

HERE! HERE! KEEP COOL!

Get an easy-to-manage TALON fastener!

Reg. U.S. Pat. Off.

● You yank, you pull, to get your corset on and off. You struggle with a defiant closing. You get *so hot!* . . . Never buy a garment without a good long Talon slide fastener. Then you can glide in and out of the snuggest foundation — close the longest all-in-one, smoothly . . . easily!

Besides, the Talon fastener saves the shape, the *life* of your garments. Tubs perfectly. Never opens accidentally! Ask for it on all your foundations!

KEEP THIS IN MIND: *Only* the Talon fastener has these special features:—the important self-lock, and a patented method of insertion and reinforcement. Without these features, slide fasteners on corsets simply wouldn't be *practical*. Be sure you get them—"take a second look" for the trademark "TALON"—always!

TALON SLIDE FASTENER • MADE BY TALON, INC. • MEADVILLE, PENNSYLVANIA

Because it's the dependable slide fastener—women prefer "TALON" 70 to 1

REG. U.S. PAT. OFF.

DRY THOSE TEARS!...

Today, no woman has to put up with a slide fastener that balks, sticks or hitches! Simply ask for the reliable Talon fastener in the handbags you buy!

SPILLING INSIDE INFORMATION...

Fie! Hasn't she heard of the Talon fastener... the slide fastener that locks securely... can't open accidentally?

Dependable Do-Hickey!

"ANOTHER SUCCESSFUL OPENING, JEEVES!"...

It seems you just can't tire out a Talon handbag fastener! That's why people "take a second look" for the trademark "Talon"... to make sure they get the slide fastener they can rely on — day in, day out!

TALON SLIDE FASTENER
Reg. U. S. Pat. Off.
MADE BY TALON, INC. • MEADVILLE, PA.

You carry this bag by its two tortoise-colored rings. But a Talon slide fastener gives it a secure closing, a wide, wide opening.

Only the Talon fastener could make this coral hopsacking bag so completely soft, crushable.

Big calfskin bag that's light as a leaf— thanks to the feather-weight Talon fastener.

Because it's the dependable slide fastener – women prefer "TALON" 70 to 1
REG. U.S. PAT. OFF.

It's a "Green" Girl . . .

. . . at winter sports who bundles up in clothes as thick as a mattress! Those who *know* wear outfits that aren't hampering . . . choose clothes expertly designed to protect, without being bulky!

For the same reason, girls who *know* choose Kotex sanitary napkins. Made in soft, smooth *folds* (with more material where needed . . . less in the non-effective portions of the pad), the New Kotex is naturally less bulky than pads made with loose, wadded fillers. Less apt to chafe, too . . . for Kotex is entirely sheathed in cotton, before it's wrapped in gauze!

To guard pearls and pins — some smart person designed the modern safety clasp . . .

And to guard your peace of mind, the makers of Kotex now put a moisture-resistant panel between the soft folds of every Kotex pad! Then . . . to eliminate tell-tale bulges . . . Kotex gives you tapered, *pressed* ends! Think! . . . No thick, stubby ends to make embarrassing outlines! Kotex ends are invisible (and patented)!

Kotex* comes in 3 sizes, too! Super — Regular — Junior. Kotex is the only disposable sanitary napkin that offers you a choice of 3 different sizes! (So you may vary the size pad according to each day's needs!)

All 3 sizes have soft, *folded* centers . . . flat, tapered ends . . . and moisture-resistant "safety panels." *All 3 sizes sell for the same low price!*

FEEL
ITS NEW SOFTNESS

PROVE
ITS NEW SAFETY

COMPARE
ITS NEW, FLATTER ENDS

*Trade Mark Reg. U. S. Pat. Off.

"You scarcely know you're wearing it!"

FEATURED IN APRIL 15th VOGUE

Fashion isn't just a matter of clothes. Fashion is a way of dressing, of talking, of working and playing—a way of living. In its April 15th issue, Vogue turns a discriminating eye on current fashions in living and brings you ideas to spice your own life.

You're married; have a family and a job. It takes skill—almost genius—to manage this combination gracefully. Yet it can be done. Vogue shows how a young couple can create a delightful scheme of life on this theme.

You go in for politics—either as a candidate or as a candidate's wife. April 15 Vogue gives you pointers for both careers. But, whether you are interested in politics or not, you are sure to enjoy the article by Mrs. Franklin D. Roosevelt, paragon of political wives.

Your home is your vocation. You'll find absorbing "Conversation about Decoration" in the April 15th issue of Vogue . . . and specific suggestions for setting your own scene.

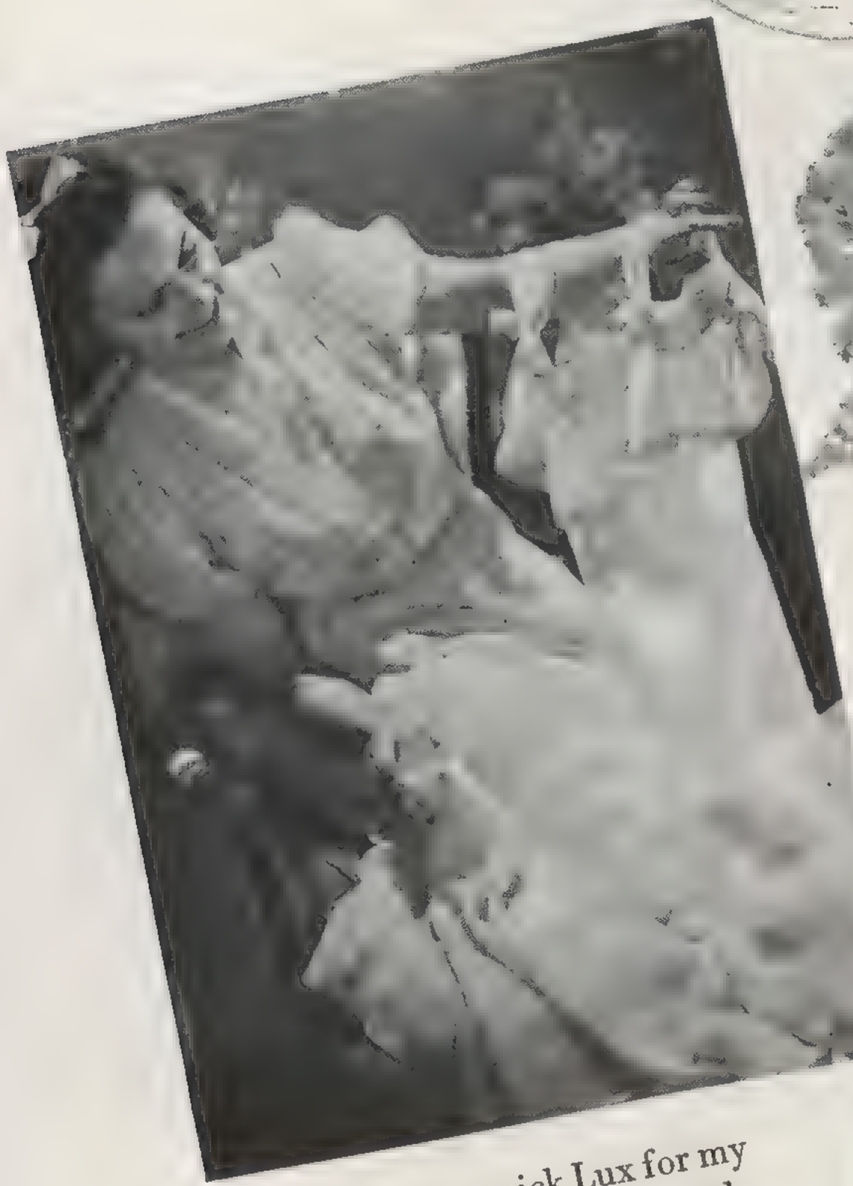
These are only a few of the fashions-in-living spotlighted in April 15th Vogue, which also brings you "Under Twenty" clothes at under $20 . . . William Saroyan's story of the circus . . . Television Up-To-Date . . . and a dozen other features.

WATCH FOR APRIL 15th VOGUE

ON SALE APRIL 10th AT YOUR NEWSSTAND . . . 35c

Brides-to-be say: "We're keen about NEW QUICK LUX"

Smart stores say: "We're enthusiastic about it, too!"

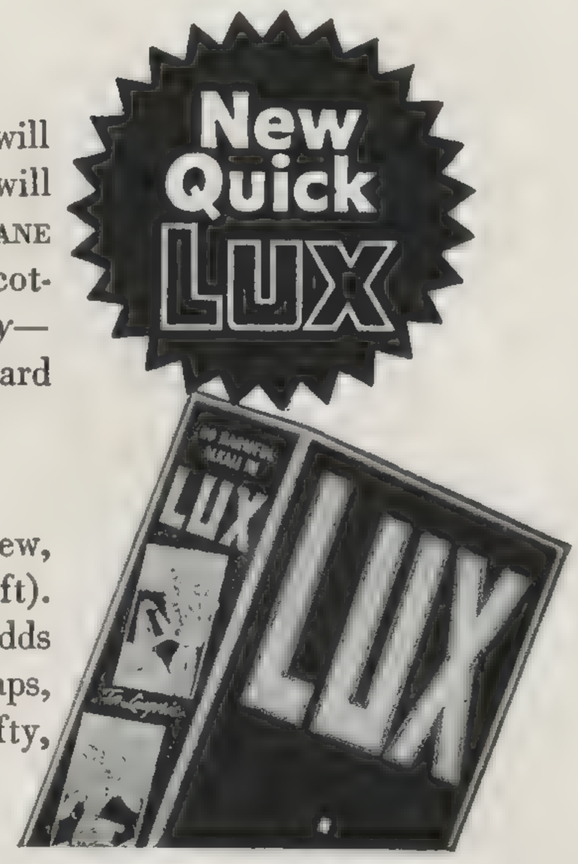


• "I'm keen about new, quick Lux for my trousseau lingerie," says Helen Kennedy (above). BONWIT TELLER, Philadelphia, says: "It keeps lingerie lovely far longer!" • New, quick Lux is so *fast!* In water *as cool as your hand*, it dissolves 3 *times as fast* as any of 10 leading soaps tested.

• "I'm crazy about De Pinna's 'going away' rayon print—and about new, quick Lux for its care," says Florence Pritchett (above). • DE PINNA says: "We advise new, quick Lux for washable rayons, silks—for all colors that are safe in water alone!"

• "This embroidered piqué wedding dress will be wonderful for parties later—of course it will be Luxed!" says Peggy Diggins (above). JANE ENGEL says: "Use new, quick Lux to keep cottons smart *longer!*" • New, quick Lux is *thrifty*—gives *more suds* (ounce for ounce) even in hard water than any of 10 leading soaps tested!

• "These blankets will look gorgeous with new, quick Lux care!" says Ann Hutchinson (left). "It's *perfect* for fine blankets and linens," adds GRANDE MAISON DE BLANC. • Avoid harsh soaps, cake-soap rubbing—new, quick Lux is thrifty, speedy, safe! Use it for all fine washables!



In the same familiar box—*at no extra cost to you*

Spend your vacation on a friendly

dude ranch

• Wouldn't you like to take a "different" vacation this year—out in the wide open spaces where boots and saddle are an exhilarating reality? Then choose one of the friendly ranches in Wyoming, Colorado or Montana and revel in a "be yourself" atmosphere you don't find anywhere else.

• What's your pleasure? Riding? Western ponies are ready to take you through cool, green valleys, across vast plains, through virgin forests and deep canyons or up into the rugged mountains.

• Hiking? Camping? Fishing? The dude ranch country offers you trails and by-ways galore—and some of the finest trout streams in the world.

• So choose your fun on a dude ranch this year. From May through September, you'll find the welcome mat out and waiting for you.

Go Burlington

• Let one of Burlington's luxurious flyers take you to the dude ranch of your selection.

• Ride the DENVER ZEPHYR, the EXPOSITION FLYER, the NORTH COAST LIMITED or the EMPIRE BUILDER. Your vacation really begins the moment you board any one of these air-conditioned trains, headed for the great open spaces of the invigorating West.

mail coupon for free booklet

Burlington Route

Burlington Travel Bureau, Room 435
547 W. Jackson Blvd., Chicago, Ill.

Send me free, illustrated booklet which gives descriptive information about Dude Ranches in ☐ Wyoming ☐ Colorado ☐ Montana (Check one or more in which you are interested)

Name _____

Address _____

City _____ State _____

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

ARIZONA

Cottonwood

Spring Creek Ranch. Modern. Spend summer at our camp. White Mts., Grand Canyon, Painted Desert. Lion hunting, Trout fishing, riding, hounds, high, cool.

Phoenix

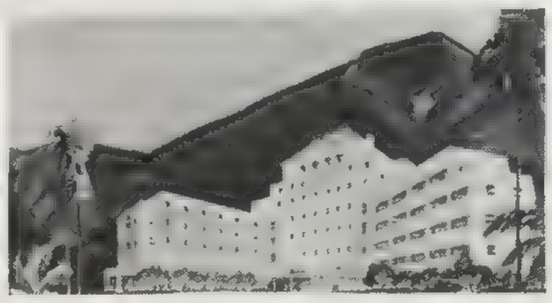
Hotel Westward Ho. Premier hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

Santa Rita Hotel, 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

CALIFORNIA

Arrowhead Springs



ARROWHEAD SPRINGS HOTEL

World's finest restorative waters in California's garden spot in the San Bernardino foothills. Altitude 2,000 ft. Combining stimulating benefits of nearby desert and mountain air. Beautifully appointed new hotel and bungalows. Mud baths. Steam caves. Medical dept. Swimming pool. Cabañas. Golf, tennis, skiing, riding, 90 minutes from Los Angeles. Write for folder.

Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms $3.50—up. Write for folder.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

Kansas City

Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

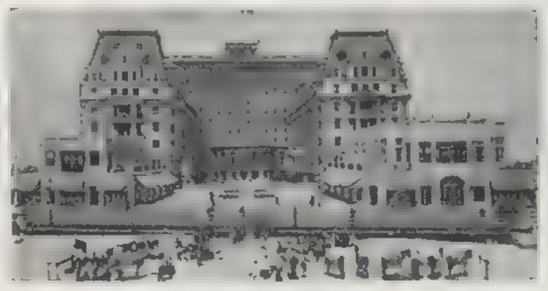
NEW HAMPSHIRE

Hanover

The Hanover Inn at Dartmouth College. Open all year. Winter sports booklet. Ford & Peggy Sayre, Mgrs. Robt. F. Warner, N. Y. Rep., Tel. BR 9-6348.

NEW JERSEY

Atlantic City



HOTEL DENNIS

A tranquil sea at our door . . restful vistas from our Boardwalk sun decks . . and the twofold fascination of Easter arriving on the heels of Spring! Enjoy a recess from home and office (while the children are recessing from school) and enjoy the charm of this favorite seashore season. Delicious cuisine . . holiday programs. Moderate rates, either plan. Walter J. Buzby, Inc.

NEW JERSEY

Atlantic City

Marlborough Blenheim. On the Boardwalk, with the charm of Spring by the sea to enhance our many guest attractions. Josiah White & Sons Co.

Hotel Shelburne. Directly on the Boardwalk. Famous Grill. Cocktail Lounge. Cheerful sun decks. Moderate rates. European plan. Paul Arnswalde, Mgr.

NEW MEXICO

Santa Fe

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Jack Wentworth, Mgr.

NEW YORK

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3 single. Continental breakfast included. Booklet "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

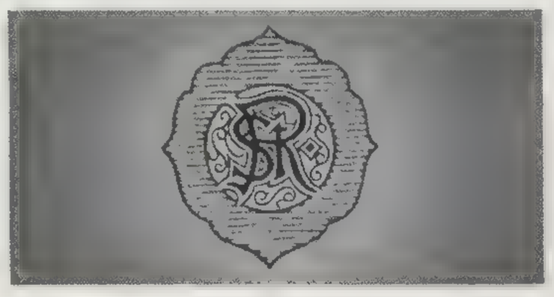
The Biltmore, Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single from $5; Double from $8; Suites from $12.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $3.50 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor. On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50, Twin beds from $5.00.

New York City



HOTEL ST. REGIS

The St. Regis has built for itself a warm place in the hearts of its friends from all over the world. A distinguished New York address whose every gesture is in the tradition of unostentatious hospitality. For information or reservation please address Gaston Lauryssen, General Manager, 55th Street and 5th Avenue, New York, N. Y.

New York City

THE WALDORF-ASTORIA

As long as value rather than price is the true measure of economy, people who deal in values will continue to register at The Waldorf-Astoria, Park Avenue, 49th to 50th, New York.

New York City

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

PENNSYLVANIA

Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

VERMONT

Green Mountains

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

VIRGINIA

Virginia Beach

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

Williamsburg

Williamsburg Inn & Lodge—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

WEST VIRGINIA

White Sulphur Springs

THE GREENBRIER HOTEL

Here on a 7,000-acre estate in the Alleghanies, there's every inducement in Spring to get out-of-doors—and stay there! Golf—riding—tennis—the list is so long that the day is too short for you to enjoy them all! But despite giving you far more for its rate, this resort is far from being the most expensive! Write to L. R. Johnston, General Manager, for reservations.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

MONTANA

Livingston

Sixty-Three Ranch is an operating stock ranch. Riding, branding, rodeos, pack trips, fishing, swimming. Folder. P. E. Christensen.

TEXAS

Bandera

Mayan Guest Ranch. 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, Amer. plan. $6 up. Write for folder. Wm. P. Taylor, Mgr.

San Antonio

Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

WYOMING

Encampment

A Bar H Ranch. In the heart of the real old time West. Modern conveniences. Riding, Hunting, Fishing, etc. Season June 1st to Oct. 31st. Amer. Plan.

CANADA

Skookumchuck—British Columbia

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

Kedettes[REG. U. S. PAT. OFF.] are made for little girls, too

They are not Kedettes unless the name Kedettes appears in the shoes. Little girl sizes, 1.49 to 1.79. At the better stores.

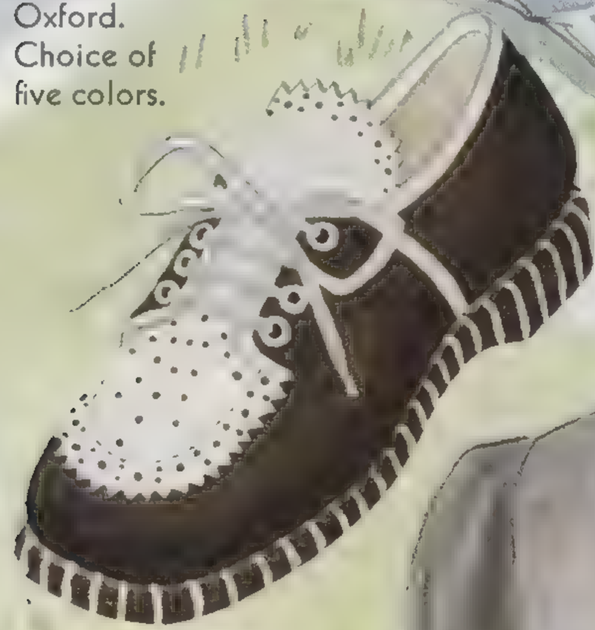
United States Rubber Company,
ROCKEFELLER CENTER
1230 Sixth Avenue, New York

Open-Toed Oxford. Choice of four colors.

Saddle Oxford. Choice of four colors.

Printed Strap Pump. Choice of three colors.

True Moccasin Oxford. Choice of five colors.



Moccasin Oxford. Choice of five colors.

Peasant Oxford. Choice of five colors.

"We came to Canada and found Switzerland!"

Take motor tours from Jasper Park Lodge to unsurpassed Alpine scenery

Unrivalled for grandeur of its setting is Jasper's Championship Golf Course

JASPER

SHOWPLACE OF THE CANADIAN ROCKIES

RAILWAYS · STEAMSHIPS · AIRLINES · HOTELS · TELEGRAPHS · EXPRESS

CANADIAN NATIONAL RAILWAYS

Yes, you'll have breathtaking views like this of the Columbia Icefield in Jasper National Park. *Natural Color Photos.*

ENCHANTED realm of glittering peaks, mirrored lakes, mighty glaciers. That's Jasper—largest National Park in North America!

So much to do—golf, riding, swimming, hiking, fishing—even summer skiing. Splendid "shots" of wild life to tempt camera fans. Or, if you prefer, just relax. You'll enjoy every minute in this world's finest Alpine playground.

See Maligne Lake, Mt. Edith Cavell, the famed Columbia Icefield...easily reached by motor from Canadian National's luxurious Jasper Park Lodge, where you can stay for as little as $8 a day *with meals.*

Your vacation dollar goes farther in Canada this year. *No passports required.* As always, a friendly welcome awaits you at the border.

Come by the air-conditioned *Continental Limited*—or by rail and Trans-Canada Air Lines...Visit Alaska, Land of the Midnight Sun, too! Voyage through the lovely sheltered Inside Passage to America's last frontier! Canadian National's palatial "Prince" Steamships, with all outside rooms, sail from Vancouver or Prince Rupert to Skagway.

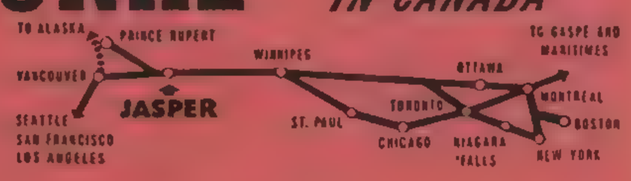
LOW SUMMER FARES—LIBERAL STOPOVERS

Call or write any Canadian National office for illustrated booklets of Jasper, Canada, and Alaska Tours.

Boston	186 Tremont St.	*New York*	673 Fifth Ave.
Buffalo	22 N. Division St.	*Pittsburgh*	355 Fifth Ave.
Chicago	4 S. Michigan Blvd.	*Philadelphia*	1500 Chestnut St.
Cincinnati	206 Dixie Term.	*Portland, Me.*	G.T.R. Sta.
Detroit	1239 Wash. Blvd.	*San Francisco*	648 Market St.
Duluth	428 W. Superior St.	*Seattle*	1329 Fourth Ave.
Kansas City	414 Fairfax Bldg.	*St. Louis*	314 No. Broadway
Los Angeles	607 S. Grand Ave.	*St. Paul*	First Nat. Bk. Bldg.
Minneapolis	711 Marquette Ave.	*Wash., D.C.*	922 15th, N.W.
Montreal, Que.	360 McGill St.		

CANADIAN NATIONAL *TO EVERYWHERE IN CANADA*

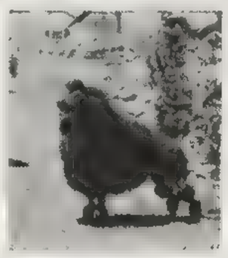
Jasper is easily reached from all U. S. points. Fast modern services also to Pacific Coast via the Jasper Route, and to Ontario, Quebec and Maritime vacation lands.



PEKINGESE
MERRICKA KENNELS
Mrs. Philip M. Schaffner
78 Byron Road
Merrick, L. I., N. Y.
(Freeport 867)

PEKINGESE
Home of Pekingese champions producing lovely puppies. Sound, healthy with beautiful coats.
Etta F. Hodnette
1991 Forest Street
Denver, Colorado

Lowmont Kennels
Greenwich, Conn.
STANDARD POODLES
M. McCreery
A. Hoguet



DACHSHUNDE
(Smooth)
Puppies usually available.
Pommel Rock Kennels
Cliffdale Rd.
Greenwich, Conn.
Phone: Greenwich 2293

Ch. Argo v Lindenbuhl

Tazi of Beg Tute born in Afghanistan

AFGHANS
Greys, blacks and fawns. Unusual colors, long coats.
Laurance A. Peters
Port Blakely, Washington

NORWEGIAN ELKHOUNDS

Ch. Viking av Glitre

America's oldest Elkhound establishment offers sturdy puppies of 4-square type and perfect temperament.
VINDSVAL KENNELS
Route 3, Winchester, N. H.

Great Pyrenees and Norwegian Elkhounds
Puppies and grown stock.
ADD-EN-ON KENNELS Reg.
Dr. and Mrs. Carl T. Harris
Pond Rd. Honeoye Falls New York

The Great Pyrenees
The ideal dog for American Country Homes
Affectionate, intelligent companions for children
Puppies of distinction for sale from the largest and oldest kennels of the breed in America.
BASQUAERIE KENNELS, Reg.
Mr. & Mrs. Francis V. Crane
Owners
124 South St., Needham, Mass.
Tel. NEEdham 0080

Great Pyrenees
and
St. Bernards
La Colina Kennels
Dr. & Mrs. F. W. Seward
New Hampton
Orange County
New York
Telephone Goshen 15

Trained Pontchartrain Dobermanns!

ZOREN of Pontchartrain, C. D., fully obedience trained for guardful house duty. Trustworthy. Companionable. Just over two years old. Carries blood of Lux von Blankenburg intensively. Price only $300. Prize winning trained dogs and puppies usually available. *Your* dog trained for any purpose.
PONTCHARTRAIN
Glenn S. Staines, Owner
3107 Woodward Ave., Detroit

TONKAHOF KENNELS
Doberman Pinschers
Dalmatians
600 N. Y. LIFE BLDG., MINNEAPOLIS

THE DOG MODE OF VOGUE

P. JONES

Remenham Derri, best Pekingese at recent New York Show. Owned by Mrs. Richard S. Quigley

IMPERIAL PEKINGESE

ONE of the purest breeds in all the world, the Pekingese has existed since the days of ancient China. Centuries ago, it was known as the Lion Dog, owing to a certain resemblance to the wedge-shaped lion with his large head and profuse mane; and as Sleeve Dog, because the tiniest specimens were said to have been carried about in voluminous kimono sleeves.

The Pekingese was the sacred dog of the Imperial Palace at Peking, where it was bred with legs bowed, to slow its gait so that it could not wander far about the palace grounds. The dogs were well cared for and meticulously guarded; those who had charge of them suffering the penalty of death at their loss or misfortune.

It was the Emperor of China himself who, ages ago, achieved the notion of keeping Pekes in the palace as watchdogs, whose mission it was to bark at the approach of strangers. They even sat beside the Emperor, it is reported, during conferences and not infrequently barked or whined at any untoward disturbances among the audiences.

Attracted by their quaint appearance and pronounced intelligence, emissaries from foreign lands attempted on numerous occasions to purchase specimens of the Imperial Pekingese, but always without success, because of the stringent laws that made it a crime to take the sacred dogs away from the palace grounds. However, at the time of the Boxer Rebellion, the palace was looted, and five of the dogs were stolen, smuggled out of the palace and taken to England, where they were first known as Chinese or Pekingese Pugs, and later as Pekingese Spaniels.

There is ample justification for the immediate popularity that awaited the strange little dog in these countries, though its hardihood may have been its greatest recommendation. England, though a dog-loving nation, was not especially addicted to toys, preferring rather the larger and more rugged breeds. Here, however, (Continued on page 26)

Why Guess About A Dog
Boxers
Great Danes — German Shepherds
Dachshunde — Medium Schnauzers
Doberman Pinschers — Giant Schnauzers
Trained dogs. Puppies $50.00 Up.
WILSONA KENNELS
Ben H. Wilson, owner — Rushville, Ind.

How to give your dog A HANDSOME COAT!

Your dog's coat reflects his health . . . For good health, he needs an adequate supply of vitamins as a part of his regular diet. Fleischmann's Yeast for Dogs is rich in Vitamins B_1, D and G. Mix it with your dog's food regularly. Dogs like its flavor.

Fleischmann's Yeast for Dogs
In cans. Order several from your dealer today.
CONTAINS VITAMINS B_1 • D • G
Copyright, 1940, Standard Brands Incorporated

BOXERS
MAZELAINE, Home of Int. Ch. Dorian v Marienhof, Ch. Utz v Dom, Ch. Just v Dom, Ch. Hermes v Uracher-Wasserfall, and many other famous Show-dogs, offers choice puppies at reasonable prices. Write today.

Ch. Utz v Dom

MAZELAINE KENNEL
Mr. and Mrs. John P. Wagner
1230 N. Edison St. Milwaukee, Wisc.

BARMERE BOXERS

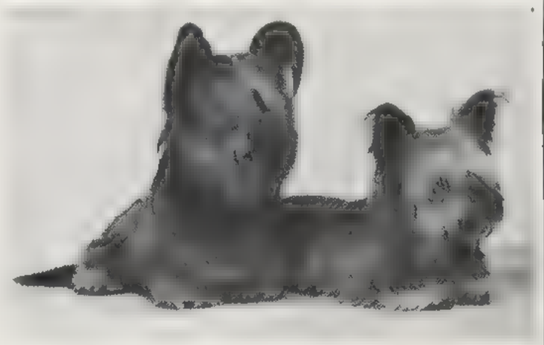
Outstanding puppies, both fawns and brindles.
BARMERE KENNELS
Mrs. Wm. Z. Breed, owner
812 Park Avenue
New York City
Butterfield 8-8917

TRIM YOUR DOG EVERY 6 WEEKS
this thrifty easy way

Dogs grow four new coats a year. To keep them healthy, clean, happy, they should be trimmed regularly every six weeks. Now, thanks to the simplicity and efficiency of the Duplex Dog Dresser, you can pluck and trim your dog right at home — easily. It's fun to keep your dog always smart-looking and free from shedding hair — with a Duplex Dresser and the authentic Duplex Trimming Chart.
Duplex Dresser, $1.00. Extra blades, 5 for 50c. Charts, 25c. If dealer can't supply order direct, money back guarantee.

DURHAM DUPLEX
DURHAM DUPLEX RAZOR CO., Mystic, Conn.
It's a quality blade—if Durham made

SKYE TERRIERS



Ch. Gregory of Arreton
Rattlin' Willie of Iradell

Puppies For Sale

AT STUD
Ch. Bracadale Henry
Ch. Jerry of Merrymount

IRADELL KENNELS
Mrs. Consuelo V. Davis, Owner
Thomas Croan, Manager
P. O. Box 191, Port Washington, L.I., N.Y.
Tel. Port Washington 39W

PUPPYBUNK
DELUXE DOG BED by HENDRYX
SINCE 1869

Give your Dog a bed as restful as your own. Save your furniture...*PUPPYBUNK*, designed by experts, provides comfort, health and cleanliness in a bed as smart as it is practical. *PUPPYBUNK* features: real spring suspension–refillable cedar or overstuffed cushion–removable, draft-free sidewall–rubber feet and *non-chewable* chromium frame. *Every inch is easily cleanable.* See *PUPPYBUNK* at your Pet, Sports, Hardware or Department store.
If not obtainable from your Dealer, write direct for folder, "Now I Lay Me Down To Sleep."
THE ANDREW B. HENDRYX CO., 96 Audubon St., New Haven, Conn.

SKYE TERRIERS
Puppies—Pets—Prize Winners
SHIPTON COURT KENNELS
Mrs. Edward Spencer, Owner
ARRETON FARM KENNELS
Mrs. Michael Stillman, Owner
ROSELAND, N. J.
For appointment call: Chelsea 3-3283—Caldwell 6-0296

"Talisker" Skye Terriers

Roland of Meerend
Owners of Show Skye Terriers since 1904

At Stud
Ch. George of Merrymont (Imp.)
Roland of Meerend (Imp.)
Puppies sometimes available
Mrs. R. Percy Adams
4333 Westmount Ave.
Westmount, Montreal, Canada

AT STUD

Int. Ch. Newtownards Aristocrat

Irish Terriers
Unusual Companions. Show dogs, bitches, also puppies and youngsters, bred by Champions.
Maradon Kennels
Felix A. Donnelly
Owner
551 Fifth Avenue
N. Y. C., N. Y.
Tel. VA 6-4567

SCOTTISH TERRIERS of "Glenafton"
Signifies Typical Healthy Stock
Puppies, youngsters and grown dogs.
Inspection invited. Dogs inoculated.
"Never a Timid Puppy"
GLENAFTON KENNELS
155 Park Avenue **Madison, N. J.**
Elizabeth Hull, owner **Tel. Madison 6-1819**

Ch. Walsing Wagtail
Ch. Glenafton Tamara

COCKER SPANIELS
Puppies and young dogs. A.K.C. registered and inoculated against distemper.

HEARTSEASE KENNELS
D. L. MAYNARD
Bedford-Banksville Road
Bedford New York
Telephone Bedford Village 7009

Clean, Smart, Tidy Dogs

Banish D.O. (doggy odor) with the clean, fresh fragrance of Quadine—the many purpose dog groom. Kills fleas, ticks, sarcoptic and ear mange, some forms of ringworm. Used and endorsed by leading breeders. $1.00 per bottle. Apply with nasal or perfume atomizer or buy Quadine Jr. Atomizer Set, $1.50, including bottle, from your dealer or postpaid from
THE ALLEN COMPANY
Dept. V **317 Superior St.** **Toledo, Ohio**

Clarendon Cocker Kennels
"Show Cockers That Hunt"
Choice Parti-Color Puppies Available from Quality Stock Carefully Bred
Two proven Matrons for sale
Parti-Color Dogs at Stud
Inquiries promptly answered
J. Paul Bishop **Clarendon Hills, Illinois**

Don't Spay and Spoil Your Female Puppy —Use
CUPID CHASER
to Keep Dogs Away While Females are in Season. Harmless. Simple. Successful. Wash off before mating. Satisfaction or money refunded. No red tape. Ask your dealer, or send $1.00 for bottle, postpaid.
PIERPONT PRODUCTS CO., Dept. J
312 Stuart Street **Boston, Massachusetts**

DOG-TEX
THE RUG SAVER!
ELIMINATES STAINS—ENDS ODORS

Dog-Tex is the original proven dog stain eradicator. Ends all embarrassing odors! Prevents rotting and bleaching! Your dog never had a better friend.
If your dealer cannot supply you, Write direct.
CONSOLIDATED CHEMICAL WORKS
1713 S. Halsted St.
Dept. C, Chicago, Ill.

Specific Questions on Dog Subjects
will gladly be answered by
THE DOG MODE OF VOGUE

They can worm me without starving me if they'll use—

CINAGRO
Quickly Frees Dogs of Worms!
Mix CINAGRO—the Organic worm compound—in your dog's favorite food. Worm, tonic and feed him at the same time. No starving necessary. Non-poisonous. Non-irritating. Send 50c (postpaid) for amount sufficient for average size dog for six months. (Instructions included.)
HOEGGER LABORATORY
Dept. VA **Milford, Pa.**

THE DOG MODE

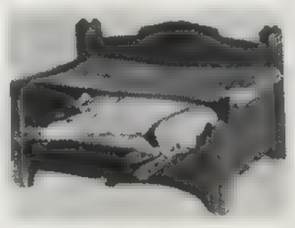
Pekingese are one of the purest breeds in all the world. Mrs. Etta Hodnette's Queue Tee Tu

(Continued from page 25) was a quaint-looking dog that needed no coddling, and, with rare exceptions, it grew into a dog as rugged as any other twice its size.

Pekingese hardihood is proverbial. Legends concerning it have come down to us by way of Old World bronzes and pictured scrolls that furnish much of the evidence about the breed in its early days. One of these shows the mother Peke high up on a bluff, with her puppies, far below, attempting to scramble back to her over rocks and boulders that would faze much larger dogs. The story goes that the mother takes her youngsters to the mountain top and throws them to the caverns below, so that only those strong enough to make their way back again can possibly survive to carry on the race.

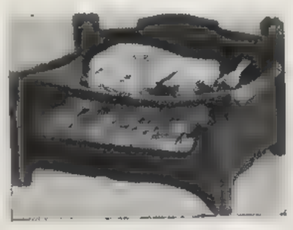
Fanciful as the tale is, it is founded on truth, for the Peke is the hardiest of all toy-dogs. A romp and a roll in the snow is none too severe a pastime for the properly raised youngster; and a cold, punishing wind that would drive small fry of other breeds to shelter spurs on this vigorous little Oriental to renewed activity and real enjoyment. Thus, the coarse, stand-off coat, with its somewhat unkempt and wind-blown look, the sturdy stance, and oftentimes defiant air are truly characteristic of this brave, bold, self-contained little dog that ranks as dogdom's best philosopher.

DOG COUCH



Comfortable During Cold Periods

Bed is covered with fixed hammock suitable for cold and warm periods. Made of 5 plywood. Couch complete with hammock and mattress $7.85. Medium size 26" x 20" x 17". Express prepaid within 1,000 miles of New York City. C.O.D. Over 1,000 miles $1.00 extra. State color and stain or paint desired. Because of our patents this is the only place where you can buy this kind of couch.
L. LARSON COMPANY
ARMONK, N. Y.



Comfortable During Warm Periods

THE IRISH WOLFHOUNDS of AMBLESIDE

Exceptional puppies now ready.

Internationally famous for size, type and soundness. Highly prized as family dogs.
Mrs. A. J. Starbuck
R.R.1, Augusta, Michigan

How to BRIGHTEN your Dog's life ...and Lighten your own

AMAZING NEW WAY to make dog washing easier . . . kill fleas, banish doggy odors, tone your dog's skin and coat. Just add a little Dixie Dog Dyp to the bath. This fragrant pine oil dip kills fleas, deodorizes, cleanses. Leading kennel men endorse it. Order today. Pints, 60c, quarts, $1, gallons, $2.50, sent postpaid anywhere in U. S.

DIXIE DOG DYP

GEORGIA PINE TURPENTINE COMPANY
Division of the Glidden Company
DIVISION E **FAYETTEVILLE, N. C.**

OF VOGUE

Pekes are hardiest of toy-dogs. Mrs. P. Schaffner's T'ien-Tsze of Willowtown of Merricka

Most lovable, even if most perverse of diminutive canines, the Pekingese gained its numerical leadership also by its interesting personality. It is typically Chinese in temperament; courteous but offish, and granting friendship only after deliberation. It fights upon the slightest provocation and is as quickly appeased. It is almost unbelievably self-reliant, and its perpetual hauteur gives it a delightfully scornful expression.

Practically all colours are allowable, with reds and sables preferred. The parti-coloured or white-splashed specimens are especially attractive, though, for some unknown reason, are not overly prized in the showroom. These have the white flare, or triangular white stripe, between the eyes and extending up to the forehead, also the white muzzle band. A marking of this sort, centered in a black mask, gave rise, in ancient Chinese literature, to the expression, three-flowered face. Body markings on the parti-colours consist of white patches of considerable size well distributed over the body.

The Peke requires no special care, except perhaps as regards the eyes. These being so large and prominent are very subject to injury from accidental sources, also from ulcers and other inflammation brought about by nutritional lack or faulty feeding and elimination.

JOSEPHINE Z. RINE

FREE
to Horse Owners
Just Mail Coupon

Why pay fancy prices for fine imported English Saddlery? Send coupon below for my Free Catalog that is saving real money for thousands of horsemen. Contains over 400 Bargains in English Saddlery—also letters from horsemen. You select saddlery—I ship on approval. Send coupon today.

"little joe" WIESENFELD CO.
Dept. 9A, 112 W. North Ave.
Baltimore, Md.
Gentlemen: Please send free copy of your 76-page illustrated Catalog.
Name.....
Address.....
City..... State.....

Chaperone
KEEPS YOUR DOG OFF THE FURNITURE

Dogs Shed their winter coats in Spring. It's *muddy*, too. Use Chaperone now.

Wonderful new powder protects chairs, rugs, beds, slippers, etc.

HARMLESS —doesn't show—odorless to humans

Just sprinkle Chaperone lightly on whatever you want to protect. Harmless. You don't see it, don't smell it. But your dog *does*—and keeps away. No more shedding hairs on rugs and furniture. No chewed up shoes, rubber curtains, etc. **SEND NO MONEY.** Order Chaperone, C. O. D., $1 plus postage for generous package—several months' supply. (Or *send* $1 and *we* pay postage.)
Sudbury Laboratory, Box 16, So. Sudbury, Mass.

Vogue's PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS MEN AND WOMEN

Below you will find the third set of problems in Vogue's Photographic Contest. Mail your entries not later than April 20th.

PROBLEM NO. 5

A fashion photograph against a *created* background. The model may be wearing an evening, daytime or sports costume which should be shown clearly in the photograph. Avoid stereotyped mannequinish poses.

Do not try to imitate any established style of fashion photography. This photograph must embody *your* conception of what a good fashion photograph should be like.

Pay special attention to the background. A background especially created or arranged for this photograph is preferred; that is, an arrangement of draperies, screens, plants or shadows, etc., for an abstract background; or an arrangement of furniture, pictures, objects, etc., for a realistic background. Imagine that you are working in a photographic studio with four blank walls and that you have to create, in the studio, a setting for your photograph with objects which are brought there especially for this purpose.

PROBLEM NO. 6

Take a still-life of some utilitarian or decorative objects—hand-bags, gloves, necklaces, vases, glasses, flowers, etc. Include some human element in the still-life, if possible—a hand holding a cigarette, feet on a foot-stool next to a work basket, etc. Try to make the still-life express an idea or a mood.

For both these problems send an 8 x 10 inch enlargement on semi-mat paper, double weight, unmounted, without white border (cropped right to the picture). Prints must have brilliancy and sharpness. They must be finished in blue-black tones. Do not submit prints on cream or buff paper.

PHOTOGRAPHED IN HAWAII FOR THE HAWAIIAN PINEAPPLE COMPANY, LTD.

THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

Restaurants—dining

CHAMPS-ELYSEES
25 East 40th St.
Le Restaurant Par Excellence. Cuisine Française. Peerless Hors D'Oeuvres and Chicken Champs-Elysées.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning LExington 2-0342

THE MARGUERY—RESTAURANT FRANÇAIS 270 Park Ave.—WI. 2-8494. Famous for the real Filet of Sole Marguery and hot hors d'œuvres. Parisian Specialties every day. Lunch—Dinner—Cocktail Hour.

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.50. Sundays: Brunch $1.00. Dinner from $1.75. One University Place, on historic Washington Square, N. Y. C.

KUNGSHOLM, 142 E. 55 St.
Prix Fixe Luncheon 75c. Dinner de luxe from $1.25, including Smörgåsbord. Cocktail Bar & lounge. Music by Muzak. Swedish specialties. EL. 5-8183.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

THEODORE'S RESTAURANT, 4 East 56th Street. PLaza 3-6426. One of New York's outstanding restaurants. Luncheon $1.25. Cocktails, Dinner $2. Closed Sundays. Le Ruban Bleu open 11 P.M. to 4 A.M.

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix Fixe from $1.50, also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT, 32 West 50th. Smart but informal. Plaza Room: Club breakfast 60c, Luncheon from 75c. Dinner from $1.00. Old New York Room: Luncheon from 75c. Dinner from $1.00. Cocktail Lounge: Cocktails from 25c.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apts.—off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from $1.00. Also à la carte.

CAFE LOUIS XIV. 15 West 49th, Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00. Also à la carte. Wm. Adler and his Violin.

SCHRAFFT'S. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy. Club Dinner $1.35. 38 Schrafft's in Greater N. Y.

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

Restaurants—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Café de la Paix, featuring 'Round the World Bar and Sidewalk Café. The home of the famous Rumpelmayer's.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Charles Reader & Orch., Panchito & his Rhumba.

Lounge Bar

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

Night Club

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

OUT-OF-TOWN

California

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

COCK O' THE WALK—Nothing quite like it. Charming, Unique and "Such Food." Hard to Find. 1556 Broadway, Oakland. In Rosebrook Hotel. Mr. & Mrs. Rosebrook, Proprietors.

New Jersey

HANS CHRISTIAN ANDERSEN, Paramus, 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays

New York—Long Island

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

New York—Westchester

BIRCH BROOK INN
Bronxville (56 Pondfield Road West. Tel. 6868). Smart. Spacious. Good Food. Luncheon, Tea, Dinner, Sunday Dinner—Liquor Served.

New York State

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

Pennsylvania

THE WARWICK—17th at Locust St., Philadelphia
World Famous for its food
George Lamaze, Vice President — S. S. Jerwan, Manager

Heirloom Plate

HALLMARK OF THE FINEST SILVERWARE

When your bridal veil's a misty memory — tissue-paper-hoarded in your trunk — your bridal Heirloom will still sparkle on your table day by day. Silverware's silent vows are never broken when silverware is Heirloom Plate! Admittedly it's *hard* to select one Heirloom pattern — there's so much charm, captive in each. But it's *easy* to own all the silverware you want in one grand swoop — when Heirloom Place Settings start for as little as $4.75. Choose your Heirloom pattern where choice silverware is shown. It will be a happy choice!

Margaret-Ive Elliot

Decorating Consultant . . . member of the Decorating Committee, New York World's Fair — says, "Because of the modern character of Heirloom's Grenoble design . . . my table appointments were selected in just the same feeling."

Trade-Marks Copyright 1940 Oneida Ltd.

3 SMART GIRLS

and how you can be
all three of them

THE VELETA

A bit of feminine flattery in Black Patent Leather or finest White Kid. Smart open toe. Kid lined. Graceful Continental Heel.

THE ANNA

An intriguing design in a slenderizing Tie with dainty cutouts and perforations. Available in White, Black or "Blue Jacket" Blue Kid.

THE ALDEN

For Spectator Sports walking. Made of soft, mellow Natural Grain White or Turftan Llama Calf. Dainty perforations.

THE TWILA

A very graceful Side Gore Step-in with tear drop cutouts and underlaid perforations. Made in White, Blue Jacket Blue or Black Kid.

THE PANAMA

A gorgeous Spectator Sports Tie in finest quality Ambuck. Dainty punched-through Vamp and Turftan Calf Tip. Graceful walking Heel.

May is smart STYLE-WISE!

"Perfect clothes for the occasion"... that's her motto. See how the clever styling of Natural Bridge Shoes for Spring and Summer has helped her to achieve her goal from top to toe!

June is smart HEALTH-WISE!

She knows that Natural Bridge Shoes are a veritable day-long beauty treatment. Ingenious, built-in comfort features make her feel 9 A. M. buoyancy when others feel 5 o'clock fatigue.

Julia is smart PURSE-WISE!

"Real value for my money," says Julia. The reasonable price of these Natural Bridge Shoes made it possible for her to buy alluring models for morning, afternoon and sports wear.

See the crisp, lovely styling of these caressingly comfortable shoes at your nearest Natural Bridge Shoe dealer's. May we send you his name?

The Natural Bridge of Virginia...
example of Natural Arch Support

$5 TO $6

Natural Bridge Shoes

Created by The Natural Bridge Shoemakers,
Division of Craddock-Terry Shoe Corporation, Lynchburg, Va.

Vogue will be very glad to aid you at any time by answering your questions about schools and camps both here and abroad

SCHOOLS AND CAMPS

Write to Miss Marian Courtney, Vogue's School and Camp Bureau, 420 Lexington Avenue, New York, or telephone: MOhawk 4-7500

Boys' Camps

ADMIRAL FARRAGUT
NAVAL CAMP

Boys 10-20. Near Barnegat Bay. Cruise to N. Y. World's Fair. Seamanship, sailing. Rate includes uniform. REAR ADMIRAL S. S. ROBISON, U. S. N. (RET.), SUPT. CATALOG. BOX 14, TOMS RIVER, N.J.

SUSQUEHANNA

Boys 5-18. Mt. camp on private lake. New Milford, Pa. 22nd Year. 700 Acres. Daily riding, complete course in horsemanship. All sports. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, 318 W. 81ST ST., N. Y. C. TR. 7-1317.

CAMP POCONO

Boys 6-18. Four age groups. 22nd year. Abilities of each boy developed thru planned leadership. One to every 3 boys. Resident Doctor. Sailing, tennis, woodcraft. Riding & trips included in fee. No uniforms. MR. AND MRS. C. V. PAXSON, HOLICONG, PENNA.

CHICKAGAMI

Pocono Pines, Pa. "Atop the Poconos" on Lutherland estate. Christian boys 7-18. All cabins, physician, golf, riding, rounded program. 16th season. Weekly, $14, eight weeks $108. Nawakwa for Girls opposite shore of lake. N. Y. OFFICE, 11 WEST 42ND ST. LON. 5-2197.

LENAPE
CHRISTIAN BOYS, 5-16

Lake in Poconos, 110 miles from N.Y.C.; 125 from Phila. Riding, sailing, tennis, etc. Physician, nurse, 2 Indians, cowboy, ventriloquist, magician. Booklet. DAVID V. KEISER, ROSLYN, PENNA.

MON-O-MOY

Sea Camps. For Boys. Brewster, Mass. Cape Cod. Superb Sailing. Canoeing. Deep Sea Fishing. Riding. Cabins. Tutoring. Camp Mother. Nurse. 5 Age Groups. Booklet. H. V. DODD, AUBURN, MASS. Wono, a separate camp for Girls 6-16.

WAMPANOAG

On Buzzards Bay, Cape Cod. A salt water camp for 50 boys 6-16. Individual attention. Sailing featured. All usual sports, plus riding, cruises, canoe trips, riflery, crafts. Superior staff. 34th season. D. H. TAYLOR, 120 ELGIN ST., NEWTON CENTER, MASS.

KEN-MONT FOR BOYS

"2,000 ft. Atop the Berkshire Mts. in New England." All land and water sports, horseback, private golf. Children from representative Jewish families. Ken-Wood, for girls, affiliated camp across the lake. DR. S. W. KIVIAT, 180 E. 79 ST., N. Y. RH 4-5656

IDLEWILD

Famous for water sports. Speedboat cruises. 500-acre island, Lake Winnepesaukee, N. H. 3 camps, boys 6-18. Cabins. Riflery. Moderate fee includes riding and golf. 50th year. Parents pleased—boys happy. Booklet. L. D. ROYS, 336 OTIS ST., WEST NEWTON, MASS.

SAMOSET

Lake Winnepesaukee, N. H. Boys 6-18. 26 yrs. safe, happy, constructive camping under same directors. Sailing, all sports. Hobbies. Wilderness trips for boys over 16. Counselors' training course. Booklet. T. C. FREEMAN, 46 SHEPARD ST., CAMBRIDGE, MASS.

WASSOOKEAG

The School-Camp for boys who desire a summer session in a camp setting. Accredited to schools and colleges. Complete land and water sports program for junior and senior groups. A summer can save a year. LLOYD HARVEY HATCH, DIRECTOR, DEXTER, ME.

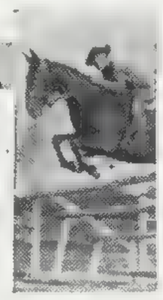
KAMP KAATERSKILL

Pownal, Vt. Christian boys 5-19. Varied program. Trips. Riding. Trained staff. Physician. Complete equipment. $18.50 week. 19th season. Catalog. H. D. LORENZ, DIR., BOX 424, BENNINGTON, VT. Also Camp Woodland, Londonderry, Vt. for girls.

TOSEBO CAMP FOR BOYS

30th Year. Trips to New York World's Fair in the Todd School's nationally famous "Land Yacht". Sea Scouts. Boat building. Horses. Canoe trips. All land sports. Moderate rate. No extras. Catalog: R. HILL, TODD SCHOOL, BOX V, WOODSTOCK, ILL.

CULVER SUMMER SCHOOLS



Naval School—Boys 14-19—acquire real skill in seamanship on Lake Maxinkuckee. **Cavalry Camp**—Boys 14-19—learn the fine points of horsemanship. **Woodcraft Camp**—Boys 9-14. Indian lore. Nature study. Campcraft. All land, water sports. Moderate cost. *State which catalog.* **410 Lake Shore Ter., Culver, Ind.**

PASSUMPSIC

On Lake Fairlee, Ely, Vermont

High adventure for boys 7-16. Fee includes riding, canoe and mountain trips in addition to all regular sports: swimming, sailing, golf, riflery, and woodcraft. Music, crafts and hobbies. Three age groups. Expert supervision. Sturdy cabins. 125 acres. 27th year. Booklet. **Mr. & Mrs. David R. Starry, 72 Drummond Ave., Chevy Chase, Wash., D. C.**

Boys' Camps

MEENAHGA LODGE

Adirondack Camp, boys 6-15. 3 age groups. 1700' on mountain lake. Canoe trips, mt. climbing, fishing, nature, crafts. Water sports and land sports. Strong leaders. Use of complete Adirondack-Florida School equipment. H. PAUL ABBOTT, DIR., ONCHIOTA, N. Y.

ADIRONDACK
WOODCRAFT CAMPS

Happy experiences for Christian boys, 7-19. 60 miles north of Utica. 4 divisions. Fishing, canoe trips. Horsemanship. Fee inc. R.R. fare to 400 mi. Booklet. WM. H. ABBOTT, BOX 63-V, UNIV. STA., SYRACUSE, N.Y.

CAMP RIVERDALE

In the Adirondack Wilderness. 350 acres; 1½ mile shorefront on Long Lake. Estab. 1912. 3 age groups. All usual camp sports; sailing; camping & mountain trips. Well-equipped workshop; music; forestry. Dir.: FRANK V. HACKETT, RIVERDALE-ON-HUDSON, N. Y.

FOREST LAKE CAMP

For boys 6-17, on secluded lake, 1600' in Adirondacks. All sports, riding, swimming, camping trips. Comfortable cabins with fireplaces. Separate camp for Juniors. Moderate, inclusive fee. H. V. CONFER, 52 CANTERBURY RD., ROCKVILLE CENTER, L. I., N. Y.

CHENANGO ON OTSEGO

COOPERSTOWN, N. Y. BOYS 6-16. 27TH YEAR. Sailing, canoeing, motor-boating, tennis, baseball, woodlore, crafts, trips. 300 acres. Tent, cabins. $250 fee includes riding. Catalog. MR. AND MRS. E. LYNN FISHER, 20 NORTH TERRACE, MAPLEWOOD, N. J.

Boys' & Girls' Camps

MERRICOURT
SAFE—HAPPY—HOMELIKE

Small select group. Girls & Boys 3-12. By month, season or year. In lovely Connecticut hill section. Midway between New York & Boston. MR. & MRS. J. V. KINGSBURY, BERLIN, CONN.

SANDWICH NOTCH CAMP
CAMPTON, N. H.

White Mts. 1400 ft. alt. 18th season. Progressive farm camp, boys and girls 2-12. Individual interests, modern equipment, real living. MR. & MRS. H. L. SMITH, HOLDERNESS SCHOOL, PLYMOUTH, N. H.

NEW ENGLAND MUSIC CAMP

Enjoy musical summer with famous artists in woods of Maine. Private instruction—instrument or voice; all camping activities, included in fee. 18 practice cabins. Orchestra. Band. Chorus. Catalog. PAUL E. WIGGIN, 13 CRESCENT RD., PAWTUCKET, R. I.

COME TO MAINE

Adventure, health and happiness await youngsters at Maine camps! Sports for every one—fishing, sailing, hiking, riding, all games. Pure milk, home-grown vegetables. *Write for free camp booklet.* **Maine Development Commission, Box V, State House, Augusta, Maine.**

Girls' Camps

LIN-E-KIN BAY CAMP

Boothbay Harbor, Maine. Salt water camp for girls on sheltered bay. Sailing, swimming, crafts, riding, fencing, dramatics. Picnic trips. Cabins. Individual attention. Twenty-first season. Booklet. MRS. G. R. BRANCH, 104 MERRICK ST., WORCESTER, MASS.

T-LEDGE

"Camping at its best." Orr's Island, Me. On the glorious Maine Coast. Sailing with a native Maine Skipper. Our own stable of fine Saddle Horses. Tam-a-rack for boys with Harvard Track Coach. Booklets. MRS. N. B. KNORR, BOX 630, SO. PORTLAND, ME.

PENKO

Winthrop, Me. For girls interested in Riding, Riding trips, all Water Sports. Sailing. Chain of lakes. Numerous electives. Full program included in fee. MR. & MRS. F. S. PENLEY, DIRECTORS, 76 NEWPORT AVE., WEST HARTFORD, CONN.

KINEOWATHA CAMP FOR GIRLS IN the HEART of MAINE

A long-established and completely equipped lake camp at Wilton, Me. Junior and Senior divisions. Separate tutoring department. Excellent riding. All sports, including golf, tennis, swimming, canoeing. Camping trips in the rugged Maine country. Crafts and dramatics. Comfortable buildings. Write now for catalogue.
Elisabeth V. Bass, Director
111 East 48th Street, New York City

Girls' Camps

EAGLE'S NEST
BLUE RIDGE MTS., BREVARD, N. C.

Daily horseback, many trips including Pisgah & Great Smokies, no extra. "Midgets" to Leaders-in-Training. All busy; none rushed. Owner-Director-Founder 1922, MRS. T. P. BAILEY, WINTER PARK, FLA.

SILVER PINES

Roaring Gap, North Carolina, 3700' in Blue Ridge Mts. Girls 7-16. Modern equipment, sturdy cabins. Mountain lake with sandy beach for water sports, sailing, canoeing. Riding, golf, crafts. MARTHA PRISCILLA SHAW, DIR., BOX V, SUMTER, S. C.

JUNALUSKA

Entrance Smoky Mt. Nat. Park, Lake Junaluska, N.C. 28th year successful leadership. All land, water sports under professional, mature staff. Separate Junior Unit. Western Tour for older girls. Catalog. ETHEL J. MCCOY, V. I. COLLEGE, BOX V, BRISTOL, VA.

OWAISSA

Camp of Happiness. 2000' on beautiful lake in Poconos. Attractive log cabins & lodges. Junior. Senior & Nursery Camps. Counselor Training. All usual sports. Riding & trips in fee. 25th yr. MRS. O. V. PAXSON, 27 BRYN MAWR AVE., BRYN MAWR, PA.

LAKE GREELEY

Pocono Mountain Camp for Girls at Greeley, Penna. Glorious days on site made famous by Horace Greeley of "Go West, young man" fame. Cabins with baths. College staff. Daily riding. Special Jr. rate. Booklet: CARL A. HUMMEL, 7205 ELMWOOD AVE., PHILA., PA.

CHEQUESSET

The Nautical Camp for Girls. Out on Cape Cod. Expert friendly leadership for 45 girls 7 to 17. Riding, sailing. 27th season. Tuition $325. Lucile Rogers, 450 E. 66th St., N. Y. C. Also, BONNIE DUNE, THE NAUTICAL CAMP FOR BOYS.

CAMP COWASSET

A joyous summer for girls at Buzzard's Bay, Cape Cod. Sailing, swimming, riding. Complete equipment for all sports; crafts, music, dancing, dramatics, French. Trips. Four groups. Catalog. 25th season. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

CHAPPA CHALLA

Duxbury, Mass. A salt water camp of 3 separate units. For girls. For younger boys. Day camp for boys and girls. Riding, sailing & water sports. Dancing, Music, Dramatics, Crafts. 40 miles from Boston. BETTY CARLETON, 218 BRADSHAW ST., MEDFORD, MASS.

SEA PINES

Cape Cod. 34th season. Salt water beach. 100 acres. Four age groups. Swimming, sailing, riding. Dancing, dramatics, music, art, crafts. French. Tutoring. Guest Building for adults. Winter School. Booklets. FAITH BICKFORD, BOX V, BREWSTER, MASS.

MEADOWBROOK RANCH

Girls 7 to 17. Meredith, N. H. Western life in a New England setting. Daily riding. Pack Trips—Horse Show—Unusual Musical Advantages—Instrumental and Voice. All Sports—Inclusive Fee. Catalog. MRS. ELBRIDGE V. PALMER, HASTINGS-ON-HUDSON, N. Y.

SARGENT SUMMER CAMPS

AT PETERBOROUGH, N. H.

A glorious summer on a large private lake. All land and water sports. Seniors, 14-19; Intermediates, 9-13; Juniors, 5-8. Counsellor-training course. Riding in fee. Catalog. ERNST HERMANN, DIR., 22 EVERETT ST., CAMBRIDGE, MASS.

OGONTZ
WHITE MOUNTAIN CAMP

Healthful outdoor life beside lovely Ogontz Lake, near Sugar Hill, N. H. Aquaplaning, swimming, sailing, golf, tennis (six courts), English and field riding—three rides a week, included in fee. Arts, crafts, nature study, dancing, music. Tutoring. Rustic cabins on 750 acres. Two weeks at Ogontz Seashore Camp in Maine by arrangement. *Booklet.* **Abby A. Sutherland, Ogontz School P. O., Pa.**

Girls' Camps

CAMP DUNE BY-THE-SEA

Sailing Camp for girls 9-16. Separate Camp for Juniors 6-8. On ocean and Barnegat Bay. Safe sailing, swimming, and water sports. Dancing, music and crafts. Catalogue. MARGUERITE V. SIBLEY, 123 S. 18TH ST., PHILADELPHIA, PA.

SILVER LAKE CAMP
IN THE LAKE PLACID REGION

29th Season. For Christian Girls, 8-16. Riding, sailing, aquaplaning, tennis, golf, crafts; outdoor cooking, music, dancing, dramatics. Informal program. Address MISS HART, 529 E. 85 ST., N. Y. C. (RH 4-5142).

CAMP WYODA
ON LAKE FAIRLEE ELY, VERMONT

Eight weeks of fun for girls from 8-16. Swimming, sailing, riding, canoe and mountain trips. Dramatics, orchestra. 25th year. Booklet. MRS. K. V. SCHLITCHTING, 712 RUSSELL PL., PLAINFIELD, N. J.

TEELA-WOOKET

The Horseback Camps, Roxbury, Vt. Everybody rides! Beginners' mounts, three- and five-gaited show horses. Golf, water sports, archery, tennis, outdoor theatre, crafts. *2 new moderate rate plans. No extras. Catalog.* **Mr. and Mrs. C. A. Roys, 38 Ordway Rd., Wellesley Hills, Mass.**

brown ledge
Mallett's Bay, Vermont

"—one of New England's finest camps." **Free daily riding under F. C. Kleemann.** Finest show horses; musical lance drill, trail riding, jumping, dressage. Sailing, racing tactics. Special **acting group** under professionals. Fencing; tennis; golf; riflery; archery; crafts; swimming. **Band** and **orchestra.** Trips. 75 selected girls. *One tuition covers all.* Please give age.

HORSES CHRIS CRAFT Aquaplaning
Mr. and Mrs. H. E. Brown
Arlington Hall College
Box V, Washington, D. C.

FRENCH CAMP for GIRLS
On Lake Champlain • For Girls 8-19

Learn French while enjoying camp life. Swim, dive, canoe, sail on Lake Champlain. Daily riding included in fee. Overnight camping trips. Art, music, crafts, dramatics. Native French and French-speaking counselors. Separate Junior Unit. 17th season.
ECOLE CHAMPLAIN
Mrs. E. S. Chase, Box V, Ferrisburg, Vt.

ALOHA CAMPS

Fairlee, Vermont. Three separate camps **36th Season**

Aloha Camp for girls from 12 to 18
Aloha Hive for girls from 6 to 12
Lanakila for boys from 6 to 14

The Aloha Camps have been under the personal supervision of the founder, Mrs. Edward L. Gulick, and her daughters since 1905. *Catalog.*

Mrs. E. L. Gulick, 8 Perrin Road, Brookline, Mass.

1914 WYNONA 1940
A Camp for Girls
LAKE MOREY, FAIRLEE, VERMONT

Attractive, well-built cabins in a pine forest, on beautiful lake. Modern equipment, excellent food. Separate Junior Unit. Water and land sports, hiking, dramatics, crafts, tennis, golf, nature. Schulenberg Riding School. Exceptional Music department. Catalogue:
Ruth V. Kelley Martin, Director
14 Reservoir Avenue Jersey City, New Jersey

PATHFINDERS' LODGE
COOPERSTOWN, NEW YORK
Twenty-second Season

A delightful camp for girls on Otsego Lake, the "Glimmerglass" of Fenimore Cooper's novels. Music, dancing, and sketching. All sports. Gypsy trips. Exceptional riding. Sailing. *Catalog.*
Valerie Deucher
Wilton, Conn.

PINE LOG CAMP
Lake Luzerne, New York
In the Adirondacks • For Girls 7-18

In pine grove on private lake. Log cabins. Fresh vegetables from camp farm. All camp activities, including riding, golf. *Catalog.* **Directors: Frances V. Kinnear, 136 W. 55th St., N.Y.C. Dorothy V. Baldwin, Chatham Hall, Chatham, Va.**

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney, Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Girls' Camps

FOUR-WAY LODGE
For Girls 7-18. On Torch Lake
"Michigan's Riding Camp". Sailing, Swimming, Tennis, Crafts, Trips. Dramatics—Music. Separate Junior camp. For catalog, address: MRS. M. V. EDER, 5691 BELMONT AVENUE, CINCINNATI, OHIO.

PERRY-MANSFIELD
STEAMBOAT SPRINGS, COLORADO
Girls 8 to 18. Three separate units. Riding, pack trips, drama, dance. Address: PORTIA V. MANSFIELD, FENIMORE ROAD AT CORNELL, SCARSDALE, N. Y.

CIMARRONCITA
A ranch camp for girls at Ute Park, New Mexico. All western camp and ranch activities with swimming and riding daily. Climate dry and cool. Frequent pack trips and motor trips. MINNETTE THOMPSON BURK, 3510 MAIN STREET, HOUSTON, TEXAS.

CAMP BRYN AFON
For girls 7-18 **Rhinelander, Wisc.**
Private Lake. Altitude 1750 ft. 300 Acres. Riding; Sailing; Swimming; Canoeing; Tennis; Golf; Fencing; Dancing; Crafts; Dramatics; Screened Cabins. Staff of College Graduates. Physician, Nurse and Dietitian. 23rd Season. Booklet—LOTTA V. BROADBRIDGE, 1001 BUCKINGHAM ROAD, GROSSE POINTE, DETROIT, MICH.

Co-Educational Schools

GRAHAM-ECKES SCHOOL
College and C.E.E.B. preparation. On ocean front. Ideal climate all year. Sports. Limited enrollment. Co-ed.; separate units for boys and girls. Art, Music, Drama. Lower School. 15th year. $1400. INEZ V. GRAHAM, HEADMISTRESS, DAYTONA BEACH, FLA.

THE OUT-OF-DOOR SCHOOL
Fall term on Green Mt. estate. Winter-Spring term on Gulf. Outdoor life entire school year. Progressive. Pre-school through 10th grade. Constant supervision. Day and resident. For booklet, address: HARRISON RAOUL, DIRECTOR, BOX 11, SARASOTA, FLA.

GEORGE SCHOOL
A Quaker school, known for its modern curriculum and excellent college preparation. 242-acre campus. Boys and girls in the same school under conditions approved by discriminating parents. G. A. WALTON, A.M., PRINCIPAL, BOX 420, GEORGE SCHOOL, PA.

CHERRY LAWN SCHOOL
A progressive school. Thorough academic training; expression in the arts; outdoor life. 28-acre campus, 40 miles from New York. Primary grades through college preparation. DRS. CHRISTINA STAËL AND BORIS BOGOSLOVSKY, DIRS., BOX V, DARIEN, CONN.

ROCKY HILL DAY SCHOOL
RESIDENCE IN MASTER'S HOME
Nursery thru Jr. High. Individual attention to social and academic needs. Artistic and musical development encouraged. Supervised sports. Moderate rates. Write: DOROTHY K. MARSHALL, EAST GREENWICH, R. I.

Women's Colleges

LINDENWOOD COLLEGE
Confers A.B., B.S. and B.M. degrees. Also 2-yr. Junior College. Prepares for civic and social leadership through modernized curriculum. Vocational courses. Special work in music, art. Near St. Louis. Sports. Catalog. BOX 440, ST. CHARLES, MO.

MARYLAND COLLEGE
For women. Degrees, certificates. Home Economics, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life in attractive surroundings. Sports. Near Baltimore. Riding, swimming. Catalog. BOX V, LUTHERVILLE, MARYLAND.

WOMAN'S COLLEGE
In New Haven, Connecticut, a city long made famous as the home of Yale University . . . 72 miles from New York . . . high academic standards . . . a variety of lectures, recitals and student activities in addition to Liberal Arts Courses presented by an outstanding faculty.
Maude S. Lytle, President, 787 Prospect St.

To find a good SCHOOL
The choice of a school entails far more than simply finding one that is well equipped—that has attractive surroundings, an excellent staff and fine teaching traditions. Above all, you must be sure that the one you choose is the right school for your child. Let our college trained staff help you make a wise selection.

VOGUE'S SCHOOL BUREAU
1928 Graybar Bldg., N. Y. C.

Girls' Schools

GARDNER SCHOOL
Accredited resident and day school for girls. Intensive college preparatory, elementary, secretarial and junior collegiate courses. Music, art, dramatics, athletics. 82nd year. M. ELIZABETH MASLAND, PRINCIPAL. 154 EAST 70TH STREET, NEW YORK.

HELEN NORFLEET SCHOOL
N. Y. used as laboratory. Individual study programs. Fee includes general cultural course, languages, concerts, operas, theatres, and choice of N. Y. career schools for training in any subject. Beautiful residence. HELEN V. NORFLEET, 125 E. 65TH ST., N.Y.C.

FRENCH SCHOOL FOR GIRLS
Combines what a school abroad offers with the advantages of New York for music and art. Cultural studies. Spoken French emphasized and individual interests encouraged. MLLE. TOUTAIN AND MISS CUMMINGS, 903 PARK AVENUE, NEW YORK CITY.

SEMPLE SCHOOL FOR GIRLS
351 RIVERSIDE DRIVE, NEW YORK
Resident, Day. Postgraduate, Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week-ends. 42nd year. MRS. T. DARRINGTON SEMPLE, PRINCIPAL.

CATHEDRAL SCHOOL
OF SAINT MARY GARDEN CITY, L. I., N. Y.
Episcopal school in country near N. Y. General and college preparatory courses. Graduates in all leading colleges. Separate Junior group for girls 10-14. Art, music. Riding, hockey. MARION V. REID, PRIN.

EDGEWOOD PARK
College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. BOX V, BRIARCLIFF MANOR, N. Y.

BRIARCLIFF JUNIOR COLLEGE
Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX X.

DREW SEMINARY
Accredited college preparatory, general courses. Music, art, secretarial, dramatics. On beautiful Lake Gleneida. All sports—riding. Gymnasium. 54 acres. Separate Junior School. 74th year. Catalog.
DR. H. E. WRIGHT, PRES., BOX V, CARMEL, N. Y.

THE KNOX SCHOOL
A school of American ideals in a country of American traditions. Accredited college preparatory and postgraduate courses. Art, Music and Drama. Catalog. MRS. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N.Y.

You can rely on Vogue's authentic information regarding these schools.

SKYWOOD HALL
A small country school in the Westchester Hills. Emphasis on art, music, and other cultural interests throughout college preparatory and general courses. Riding, sports. Boarding dept. for girls over 12. Country day program from nursery school up. 34 miles from New York City.
Katherine V. Debevoise, Headmistress
Skywood Hall, Mount Kisco, New York

Girls' Schools

GREENWICH ACADEMY
MODERN COUNTRY DAY SCHOOL FOR GIRLS
Est. 1827. College Preparatory, General & Post Graduate courses. Sports, Dramatics & Arts. Pre-school to college. Residence for Junior and Senior years. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

LOW-HEYWOOD
Thorough college preparation. Small classes, sound scholarship. 12-acre campus for sports. Stimulating activities. General course. Art, Music, Stagecraft. PRINCIPALS: MISS MARJORIE L. TILLEY & MRS. HENRY HEYWOOD FOX, BOX V, STAMFORD, CONN.

ST. MARGARET'S SCHOOL
Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865.
ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

MAROT JUNIOR COLLEGE
Distinguished New England school, 2 years college, 2 years preparatory. Terminal, transfer courses in liberal and fine arts, home economics, secretarial science, child education. All sports. Catalog. MARY L. MAROT, PRESIDENT, BOX V, THOMPSON, CONN.

WYKEHAM RISE
WASHINGTON, CONNECTICUT
A Country School for Girls in the Litchfield Hills. College Preparatory, General Courses. Art and Music. Golf, Tennis, Riding, Basketball, Winter Sports.
ELSIE LANIER, HEAD MISTRESS

OAK GROVE
Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics. Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof Buildings. MR. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

GODDARD COLLEGE
Junior College or four year college course for young men and women. Unique educational plan. Drama, Music, Art, Home Economics, Secretaryship, Journalism, Science. Liberal Arts. Limited scholarships. ROYCE V. PITKIN, PH.D., PRES., PLAINFIELD, VT.

KENDALL HALL
In the hills of New Hampshire. Strong college preparatory and general courses. Art, domestic science. Small classes. Superb winter sports. Outdoor swimming pool. Catalog. MR. AND MRS. C. P. KENDALL, PRINCIPALS, BOX 355, PETERBOROUGH, N. H.

STONELEIGH COLLEGE

First Junior College to offer 5-week job-experience applying skills and knowledge gained in vocational and liberal arts courses —*see catalog*. 12 major courses include: Art, Costume Design, Merchandising, Secretarial, Photography, Home Ec., Drama. Sports.
Richard D. Currier, Pres., Box 14, Rye (Rye Beach P. O.), N. H.

Erskine
Junior College Courses
LIBERAL ARTS • FINE ARTS • BUSINESS
Two years advanced study. Music, Art, Drama, Secretarial, Literature, Social Service departments. Excellent faculty. Riding, Tennis, Golf, Fencing. *For Catalog address* **Miss Edith V. Richardson, Dir., 111 Beacon St., Boston, Mass.**

Girls' Schools

HOUSE IN THE PINES
Near Boston. College Preparation. Junior College. Art, music, household arts. New medical secretarial course. Riding. Junior college or preparatory school catalogue. GERTRUDE CORNISH MILLIKEN, 40 PINE ST., NORTON, MASS.

STONELEIGH-PROSPECT HILL
College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey. 150 Acres. Headmistresses: ISABEL B. CRESSLER CAROLINE L. SUMNER
GREENFIELD, MASS.

ABBOT ACADEMY
Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

GARLAND SCHOOL
Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. MRS. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

DAMON HALL
Effective Career Courses: Liberal Arts, Journalism, Library, Short Story, Medical Secretarial, Secretarial, Social Service, Merchandising, College Preparatory, High School, Intensive Executive Dean (1 year) for college graduates. NEWTON, MASS.

THE DANA HALL SCHOOLS
Tenacre—For young girls from six to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College. Music, Art, Homemaking. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

MARY A. BURNHAM SCHOOL
Facing Smith College campus. Accredited. 1-yr. intensive review for C.E.E.B. Exceptional work in music and art. Advanced courses, drama, secretarial. Riding, all sports. 62nd yr. Catalog. MRS. GEO. W. EMERSON, PRIN., BOX 43-D, NORTHAMPTON, MASS.

NORTHAMPTON
SCHOOL FOR GIRLS
Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS. BOX E, NORTHAMPTON, MASSACHUSETTS.

WALNUT HILL
Preparatory and general courses. Excellent record with leading colleges. Music, art. 50-acre campus 17 miles from Boston, 2 from Wellesley College. All sports, riding, skiing. Founded 1893. HESTER R. DAVIES, PRIN., 16 HIGHLAND ST., NATICK, MASS.

CHOATE SCHOOL
Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, tennis. Catalog. AUGUSTA CHOATE, VASSAR, 1600 BEACON STREET, BROOKLINE, MASS.

These schools will give special consideration to letters from readers who mention VOGUE.

ROGERS HALL

New England setting and traditions. Near Boston. Thorough college preparation and general courses. Classes in secretarial training and home economics. Music, art, and dramatics. Sports program includes riding, swimming in private pool, and all winter sports.
For catalogue, address
Mrs. Katharine Whitten McGay
Box V Lowell, Mass.

MARYMOUNT COLLEGE

TARRYTOWN
Tarrytown-on-Hudson, New York
Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical. Athletics.
Extensions:—1027 Fifth Ave., New York
Paris and Rome Address Secretary
Marymount Preparatory Schools:
Wilson Park Tarrytown, New York
Cor. Fifth Ave. & 84th Street, New York City
Address Rev. Mother

NEW YORK CITY

Lasell JUNIOR COLLEGE

Ten miles from Boston's cultural advantages. Two-year courses for high school graduates. Academic, Home Economics, Secretarial, Merchandising, Pre-nursing, Art, Music, Expression. College Preparatory. All sports, golf, riding. 30-acre campus. Delightful home life. *Catalog.*
GUY M. WINSLOW, Ph.D., *President*
126 Woodland Road Auburndale, Mass.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Girls' Schools

MARJORIE WEBSTER SCHOOLS

Wide variety of career courses attracts girls from 41 states. Junior College, Secretarial, Physical Ed., Dramatics, Art. 10-acre campus. Swimming, gym, riding, all sports. Placement service. Catalog. ROCK CREEK PARK ESTATES, BOX V, WASHINGTON, D. C.

ARLINGTON HALL

Junior College and 4-year high school. Strong Academic work. Excellent Music and other Depts. 100 acres in Virginia Hills, 15 min. from White House. Modern bldgs. Indoor riding arena. CARRIE V. SUTHERLIN, M.A., PRES., WASHINGTON, D. C.

GUNSTON HALL

For girls. Preparatory, Collegiate Departments. Music, Art, Dramatics, Home Economics, Secretarial. Estab. 1892. MARY L. GILDERSLEEVE, MARY B. KERR, M.A., PRINS. RICHARD N. MASON, BUS. MGR., 1904 FLORIDA AVENUE, WASHINGTON, D. C.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. MRS. F. E. FARRINGTON, REGENT; PHILIP MILO BAIL, PH.D., PRES.; CHEVY CHASE SCHOOL, BOX V, WASHINGTON, D. C.

GREENBRIER COLLEGE

Two-year standard college—2-year College Preparatory. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fireproof dormitory. FRENCH W. THOMPSON, PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.

ST. ANNE'S SCHOOL

New site, modern buildings, on 23 acre campus. Episcopal school with college preparation or general course. Separate dormitory for younger girls. All sports. Riding. Music, Art. MARGARET V. PORTER, PRIN., GREENWAY RISE, CHARLOTTESVILLE, VA.

SOUTHERN SEMINARY

Accredited Jr. College and High School. A School of Character. Blue Ridge Mts. of Va. Music, Art, Dramatics. Home Ec. Mdse. Library Sc., Kind. Tr. Phys. Ed. Secy. Social training. Sports. 73rd year. ROBERT LEE DURHAM, PRES., BOX V, BUENA VISTA, VA.

AVERETT JUNIOR COLLEGE

Fully accredited 2-year courses emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, library sc., physical ed., home ec. Golf, riding. 81st yr. Endowed rate. Catalog. CURTIS BISHOP, PRES., BOX V, DANVILLE, VA.

STRATFORD

Accredited Junior College and High School. In Southern Virginia. Liberal Arts, Fine Arts, Secretarial, Kindergarten Training, Journalism, etc. All sports on 12-acre campus. For catalog, address:
JOHN C. SIMPSON, PRES., BOX V, DANVILLE, VA.

FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., BOX V-4, PARK STATION, WAYNESBORO, VA.

WARRENTON COUNTRY SCHOOL

● BEAUTIFULLY located in Piedmont Valley 40 miles from Washington. French the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer Nature and to inculcate ideas of order and economy. Sports. Riding. Mlle. Lea M. Bouligny, *Principal*, Box 18, Warrenton, Virginia.

FAIRMONT College

Accredited Junior College and 2 year H. S. Advantages of Capital. Liberal Arts, Home Ec., Drama, Dietetics, Secretarial, Merchandising. Music, Art, Costume design, Int. Dec., Radio Broadcasting. Happy social life. Sports. Riding. Many trips. *Mention interests:* 1713 Massachusetts Ave., Washington, D. C.

KING-SMITH STUDIO-SCHOOL

A unique school of the arts, maintaining professional standards and affording its students an attractive home life.
Music, Art, Dramatics, Dancing, Languages, Literature, Creative Writing, Secretarial, Home Making, Social Science. Catalog.
1755 New Hampshire Ave., Washington, D. C.

National Park COLLEGE

• *In Suburban Washington*

Junior College and preparatory. Music, art, dramatics, secretarial, home making. All sports. Riding. *Write for catalog.*

ROY TASCO DAVIS, PRESIDENT
Box 540, Forest Glen, Md.

Girls' Schools

HARRIS FLORIDA SCHOOL

Resident and Day Departments. Accredited. Outdoor study and sports throughout winter. October and May in the mountains of North Carolina if desired. For catalogue and Northern interview, address MISS HARRIS, 1052 BRICKELL AVE., MIAMI, FLA.

ASHLEY HALL

Accredited college preparatory and general courses in atmosphere of historic Southern culture. Music, dramatics, home economics, art. Outdoor sports; riding, pool. Lower school. Catalog. MARY VARDRINE MCBEE, L.H.D., PRIN., BOX V, CHARLESTON, S. C.

SAINT MARY'S SCHOOL

AND JUNIOR COLLEGE

Episcopal. In Pine Belt. Three years' high school, two years' standard college. Accredited. Special courses. Sports. Mrs. Ernest Cruikshank, Prin. Catalog. A. W. TUCKER, BUS. MGR., DEPT. V, RALEIGH, N. C.

KINGSWOOD-CRANBROOK

Grades 7-12, postgraduate. Preparatory and general courses. On lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in arts, sciences, handicrafts. Viewbook. Write SECRETARY, 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

DOWNER SEMINARY

89th year. Accredited. Thorough college preparation. General Courses. Individual guidance. Art, music, dramatics, sports. Spacious campus. Fine equipment. Cultural advantages of Milwaukee and Chicago. HELEN V. BURTT MASON, HEAD, MILWAUKEE, WIS.

HATHAWAY-BROWN SCHOOL

CLEVELAND, OHIO

Thorough preparation for all colleges. General academic course. Art, Music, Household Arts.
ANNE CUTTER COBURN, HEADMISTRESS

LAUREL SCHOOL

A Country Day and Boarding School for girls in suburban Cleveland. Thorough College Preparation and General Courses. Excellent facilities for Art, Music, Dramatics, and Athletics. EDNA F. LAKE, HEADMISTRESS, SHAKER HEIGHTS, CLEVELAND, OHIO.

TUDOR HALL

College preparatory, general courses. Music, art, dramatics emphasized. Graduates win honors at leading colleges. Certificate privileges. Sports—riding. Catalog. I. HILDA STEWART, PRINCIPAL, 3180 MERIDIAN ST., INDIANAPOLIS, IND.

MONTICELLO

Accredited junior college and preparatory school. Sound academic and special courses. Distinguished faculty. 101 years old. Beautiful buildings. 300 acres near St. Louis. Write for college or prep catalog. GEORGE I. ROHRBOUGH, PRESIDENT, BOX V, ALTON, ILLINOIS.

Girls' Schools

GULF PARK COLLEGE

By-the-sea. Fully accredited Jr. College. Also 3-yr. college prep. Music, art, speech arts, home ec., secretaryship. Outdoor sports all year. Riding, dancing, flying, salt water sports, fresh water pool. RICHARD G. COX, PRES., BOX V, GULFPORT, MISS.

RADFORD SCHOOL

Accredited college preparation in ideal year-'round climate. Open air classes in patio. Music, art, dramatics, secretaryship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH. D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

BROWNMOOR AT SANTA FE

A liberal secondary curriculum meeting college entrance requirements and emphasizing individual talents. Comfortable buildings in dry, sunshiny New Mexico. Simple, friendly school life. Riding featured. JUSTINE A. BROWNE, MARY A. MOORE, DIRECTORS.

SAN LUIS RANCH SCHOOL

Accredited college preparatory. Music, art, dramatics, dancing. Dry, sunny climate. Unexcelled health conditions. Outdoor sports all winter: pack trips (saddle horse for each girl), skiing, skating. MRS. ROBERT R. POTTER, COLORADO SPRINGS, COLO.

JOKAKE SCHOOL FOR GIRLS

On the southern slope of Camelback Mt. in Ariz. near Phoenix. College preparatory and general courses. Music, art, dramatics, dancing. Riding, swimming, pack trips. MISS LILIAS D. BILL, HEADMISTRESS, GEORGE D. ASHFORTH, DIR., JOKAKE, ARIZ.

HACIENDA DEL SOL

TUCSON, ARIZONA

A School for younger girls, grades 6 through 9. Complete preparation for eastern secondary schools.
DORIS CHOATE OESTING, HEADMISTRESS

THE DOUGLAS SCHOOL

In beautiful Del Monte Forest. Accredited college preparation, general courses. Lower School. All sports. Limited enrollment. Summer camps for boys and girls (separate groups). Catalog C. GRACE DOUGLAS, DIR., PEBBLE BEACH, MONTEREY PENINSULA, CALIF.

ANNA HEAD SCHOOL

Est. 1887. College Prep. & General Courses. Accredited—East and West. Post Graduate Dept. Lower school. Outdoor Life. Tennis. Swimming. Hockey. Riding. T. R. HYDE, M.A., LEA HYDE, B.A., 2532 CHANNING WAY, BERKELEY, CALIFORNIA.

THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all Outdoor sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, LA JOLLA, CALIFORNIA.

FERRY HALL

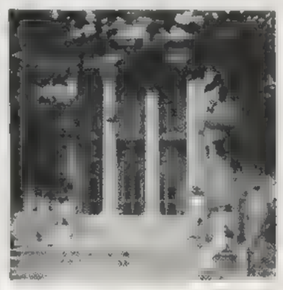
High School • Junior College

Fully accredited for college preparation and college transfer. Alumnae in leading colleges and universities. Excellent art, music and dramatics. Secretarial studies. Home Economics. Golf, riding, tennis, swimming. Hobby shops. Beautiful buildings and campus directly on shore of Lake Michigan, easily accessible to the advantages of Chicago. 71st successful year. For catalogue, address Eloise R. Tremain, Principal, Box 4, Lake Forest, Ill.

WARD·BELMONT

For three generations this accredited Junior College and High School has been preparing young women for high standing in senior colleges. Conservatory of Music, Art, Literature, Home Econ., Speech, Secretarial, Dancing, Radio technique. Modern dormitories, gymnasium, swimming pool, all sports, stable of gaited horses.

For Catalog, View Book and "Club Village" Folder, address: Alma Paine, Registrar, Box 405, Nashville, Tenn.



PENN HALL

• JUNIOR COLLEGE AND SCHOOL •

South in the Cumberland Valley, a little north of Dixie

For girls and Young Women, 2-year Junior College and 4-year High School. Both "accredited." Certifies to Colleges without examinations. "College Boards" held at school. Accredited Conservatory of Music, Art, Home Economics, Costume Design, Intro-Journalism, Int. Decor., Secretarial. Dramatics. New Fireproof Buildings—connecting baths. Horseback riding, golf, swimming pool, canoeing. Social Life. National patronage. Part of May at Ocean City. *Apply now.* Catalog—address F. S. MAGILL, A.M., L.L.D.——Box V, CHAMBERSBURG, PA.

Girls' Schools

ROBERTS-BEACH SCHOOL

College preparatory school. Near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music. Art. Riding. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., BOX V, CATONSVILLE, MD.

DWIGHT SCHOOL FOR GIRLS

College Preparatory and Special Courses. Excellent post-graduate courses. MISS FRANCES LEGGETT, MRS. CHARLES W. HULST, PRINS., ENGLEWOOD, N. J.

MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. LUCIE C. BEARD, HEADMISTRESS, BOX 34, ORANGE, N. J.

ST. JOHN BAPTIST SCHOOL

A Country Boarding and Day School for girls. Under the care of the Sisters of St. John Baptist (Episcopal Church). College Preparatory. Music, Art and General Courses. For catalog address:
THE SISTER SUPERIOR, MENDHAM, NEW JERSEY.

THE MARY LYON SCHOOL

FOR GIRLS
at Swarthmore, Pennsylvania
Address:
MR. & MRS. H. M. CRIST, PRINCIPALS, BOX 1509

MORAVIAN

Seminary: grades 1-12, college preparatory and general courses. College: certificate and degree courses. Music, art, secretarial, dramatics, technician's. Specify catalog desired. EDWIN J. HEATH, M.A., D.D., PRES., BOX V, BETHLEHEM, PA.

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics, Secretarial, Art. All Sports. Riding. Pool. Preparatory and General Courses. Moderate Rates. Separate Junior School. F. W. STENGEL, D.D., BOX 94, LITITZ, PA.

OGONTZ JUNIOR COLLEGE

Regular academic courses transferring to senior colleges and universities. Semi-professional, terminal courses in home-making, secretarial, music, art, dramatics. Golf, riding. Field trips. 20 mi. from Phila. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

WILDCLIFF

A PROGRESSIVE JUNIOR COLLEGE
for young women
at Swarthmore, Pennsylvania
Address:
MR. & MRS. H. M. CRIST, DIRECTORS, BOX 1546

RYDAL HALL

Home-school for younger girls 6-14. Kindergarten through grammar grades. Careful guidance of each child's natural tendencies. Music, dancing, crafts, dramatics, nature study. French daily. 10 miles from Philadelphia. *Catalog.*

Abby A. Sutherland, Ogontz School P.O., Pa.

HARCUM JUNIOR COLLEGE

2-yr. college, diploma courses, credits transferable

Academic	Medical Secretarial
Costume Design	Dramatics
Merchandising	Experimental Theatre
Advertising Design	Journalism
Fine Art	Home Economics
Interior Decoration	Music
Secretarial Science	Riding and sports

Vocational Guidance—Professional Training—Practical Experience—Placement Department.

Edith Harcum Box V, Bryn Mawr, Penna.

GRIER SCHOOL

Accredited college preparation and General Courses, for girls 12-18, located in Pennsylvania Alleghenies. Art, Music, Typing. 200 acres for sports. Excellent riding. Gym and pool. 86th year. Catalog & View Book.

T. C. GRIER, Director
Box 64 Birmingham, Pa.

Personal Attention

Vogue's School Department gives you a carefully selected list of private schools for your boy or girl. In addition, Vogue's School Bureau offers you the personal assistance of its own college-trained staff for consultation. Do not hesitate to come in and see them, or write to

VOGUE'S SCHOOL BUREAU
420 Lexington Ave., New York
Telephone: MOhawk 4-7500

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Boys' Schools

RIVERDALE COUNTRY SCHOOL

The preparatory school offering multiple advantages to your boy. Scholastic success, outstanding sports record, practical and cultural hobbies, both city and country opportunities. Write for booklet giving details. 34th year. BOX 3, RIVERDALE-ON-HUDSON, N. Y.

PEDDIE

Specializes in preparing boys for college. 354 graduates in last five years have entered leading colleges. 150 acres. 16 modern buildings. Junior School. All sports for all—golf. Summer session. 75th year. Catalog. W. E. SAUNDERS, BOX 4V, HIGHTSTOWN, N. J.

THE PENNINGTON SCHOOL

Prepares select boys effectively for college. Character development a fundamental aim. Modern equipment. Small classes. Crafts shop. All sports. Lower school. 102nd yr. Catalog. FRANCIS HARVEY GREEN, LITT. D., BOX 110, PENNINGTON, N. J.

BLAIR ACADEMY

Excellent Preparation for College. Small Classes. Wide Choice of Sports and Student Activities. Golf Course. Swimming Pool. Careful Health Supervision. 65 miles from New York. Address CHARLES H. BREED, HEADMASTER, BOX 16, BLAIRSTOWN, N. J.

BORDENTOWN

MILITARY INSTITUTE

College preparatory. Accredited. Business training. Boys taught how to study. Near Trenton. All sports. Junior school. Founded 1885. Catalog.
REGISTRAR, BOX 244, BORDENTOWN, N. J.

FRANKLIN AND MARSHALL ACADEMY

A widely recognized, moderately priced preparatory school. Personal attention. Varied athletics, Jr. Dept. E. M. HARTMAN, PD.D., BOX 110, LANCASTER, PA.

VALLEY FORGE MIL. ACADEMY

College preparatory and Junior College for young gentlemen 12 to 20. Highest scholastic standards. 16 modern fire-proof buildings. All sports. Motorized Field Artillery Battery, Cavalry, Infantry, R.O.T.C. Band. For catalogue address BOX H, WAYNE, PA.

TOME

Fully accredited college preparation; flexible business and general courses. Personal attention. Separate Junior School. All sports, workshops. 200-acre campus. Summer tutoring session. Catalog. TRENTWELL MASON WHITE, BOX V, PORT DEPOSIT, MD.

LANDON SCHOOL

Strict college preparation. Small study groups. Experienced masters. Limited enrolment. Country location overlooking city. Separate lower school. Sports for all. Riding, golf. Catalog. PAUL L. BANFIELD, BOX V, BRADLEY LANE, EDGEMOOR, WASHINGTON, D. C.

FORK UNION

MILITARY ACADEMY

Highest rating. Small classes. Accredited. ROTC. Supervised study. Prepares for college or business. Junior school. House-mother. Athletics. Swimming. Catalog. DR. J. J. WICKER, BOX 2, FORK UNION, VA.

AUGUSTA MILITARY ACADEMY

Prepares for the best colleges. Personal supervision. Good health record. All sports; magnificent gymnasium; pool. Stable of 36 horses. 700 acres. 75th yr. Reasonable rate. Catalog. COL. T. J. ROLLER OR MAJOR C. S. ROLLER, JR., FT. DEFIANCE, VA.

FISHBURNE MILITARY SCHOOL

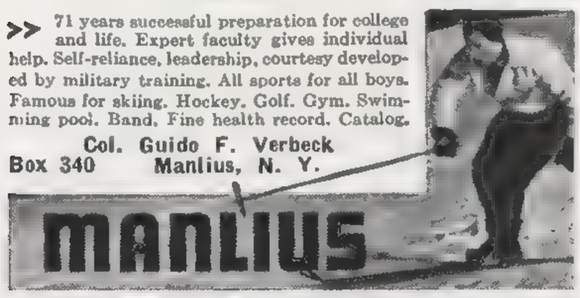
Sound accredited college preparation with development of the whole boy. Classes average 10-12. Supervised study. R.O.T.C. Athletics for all. New gym, rifle range, pool. Cadet band. 61st year. Catalogue. COL. M. H. HUDGINS, BOX V-4, WAYNESBORO, VIRGINIA.

STAUNTON MILITARY ACADEMY

- Distinguished for excellent academic, military and athletic training.
- In beautiful, historic Shenandoah Valley of Virginia. High altitude.
- Unexcelled health record. Modern fireproof buildings. Separate Junior School. Visitors cordially welcomed.

COL. EMORY J. MIDDOUR, *Supt.*
Box V-4 Staunton, Virginia

71 years successful preparation for college and life. Expert faculty gives individual help. Self-reliance, leadership, courtesy developed by military training. All sports for all boys. Famous for skiing. Hockey. Golf. Gym. Swimming pool. Band. Fine health record. Catalog.
Col. Guido F. Verbeck
Box 340 Manlius, N. Y.



Boys' Schools

SUFFIELD

Individual training develops character and scholastic ability. College preparatory, general courses. Understanding care and home life. Separate Junior School for young boys. Catalog. JOHN F. SCHERESCHEWSKY, HEADMASTER, 84 HIGH ST., SUFFIELD, CONN.

REDDING RIDGE

In September, 1940, the Redding Ridge School will open its fourth year under its new college preparatory system.
KENNETH V. BONNER, HEADMASTER
REDDING RIDGE CONNECTICUT

THE BEMENT SCHOOL

Junior boys and girls live, study, and play in a happy family atmosphere. Individual instruction, progressive methods. French, music, art, dancing, dramatics. All sports, hobbies. Enrollment for 1940 closes July 1. MRS. L. V. BEMENT, DIR., OLD DEERFIELD, MASS.

CLARK SCHOOL

Accredited and incorporated for no profit.
Classes average six students.
Write for copy of "Clark Plan, It's Different".
Address:
FRANK V. MORGAN, HANOVER, NEW HAMPSHIRE.

TILTON JUNIOR COLLEGE

AND PREPARATORY SCHOOL

In the foot-hills of the White Mts. Liberal Arts Junior College. Business Adm. courses. Emphasis on the individual. Skiing. $850 rate. 95th yr. Catalogs. DR. JAMES V. COONS, PRES., TILTON, N. H.

HOLDERNESS

Plymouth, N. H. At the entrance to the White Mts. College preparatory. Accredited. Small classes, with emphasis on learning how to study. All athletics, riding. Excellent location for winter sports.
REV. EDRIC A. WELD, RECTOR, BOX V.

VOGUE is glad to aid its readers by answering inquiries about schools. Address: 1928 Graybar Building, 420 Lexington Avenue, New York City.

FRESNAL RANCH SCHOOL

At Tucson, Arizona. Curriculum for boys 11-18. Prepares, under experienced masters, for large eastern schools and colleges. Modern, well-equipped plant. 10,000 acre range for outdoor activities. BRYAN F. PETERS, HEADMASTER, TUCSON, ARIZONA.

LOS ALAMOS RANCH SCHOOL

For those who want the best in College Preparation, climate and individual care. 800 acre ranch overlooking the Rio Grande. Invigorating dry air of the Rockies, 7300′ high. All western and winter sports. A. J. CONNELL, DIR., BOX 65, OTOWI, NEW MEXICO.

ST. JOHN'S MILITARY ACADEMY

Inspiring military discipline helps your son develop confidence, leadership. Balanced program of conference study, recreation under "boy specialists." Accredited. All sports. Summer camp. Catalog. 940 DEKOVEN HALL, DELAFIELD, WISCONSIN.

NORTHWESTERN MILITARY

AND NAVAL ACADEMY

A school whose distinctive methods of life and study have proved outstandingly successful. References required as to character and ability. COL. R. P. DAVIDSON, SUPERINTENDENT, LAKE GENEVA, WISC.

CULVER MILITARY ACADEMY

ON LAKE MAXINKUCKEE

EDUCATES THE WHOLE BOY

Studies and guides him understandingly. Discovers interests and aptitudes. Develops poise, initiative and enthusiasm for purposeful living. College preparatory, Post-Graduate work, eighth grade. 1000-acre campus. Infantry, Cavalry, Artillery. Moderate cost. CATALOG.
410 PERSHING TERRACE, CULVER, INDIANA

THE HUN SCHOOLS

JUNIOR SCHOOL AND COLLEGE PREPARATION

Princeton, New Jersey

Junior School
Separate 40-acre campus. One mile from Princeton. 5th grade—2nd year High School. Sound preparation for Hun Senior and other preparatory schools. Experienced masters. All sports. Optional 5-day boarding plan.

Senior School
Exceptional preparation for college. Best features of tutorial plan thru small, informal classes, with unusually successful masters. Modern buildings; separate campus. Polo, crew, riding, golf, tennis, football.

Also Summer Session: July 29th to September 7th

For further information and catalogue, address
JOHN G. HUN, PH.D., Headmaster, 103 Stockton Street, Princeton, N. J.

Student Residence

THE FERGUSON RESIDENCE

Two charming, modern homes for business women and girl students. Attractive, sunny rooms. Private baths. Conveniently located. Chaperonage if desired. Moderate rates. Open all year. Tel. Susq. 7-9438. 309 WEST 82ND ST. and 35 EAST 68TH ST., N. Y. C.

Secretarial & Business

CHANDLER

Trains for superior secretarial positions. 1- and 2-yr. courses. Special course for college graduates. Also short, individual courses. Attractive dormitory. Successful placement. 57th year. ALAN V. FURBER, B.SC., 245 MARLBOROUGH ST., BOSTON, MASS.

WEYLISTER

Specializing in secretarial-executive training for business skill and management of personal affairs. A.S. degree. Cultural program. Delightful college life. Near New Haven. 1 or 2 yrs. Placement. MRS. M. W. S. BEACH, M.A., BOX V, MILFORD, CONN.

THE WINDLE SCHOOL

Secretarial Training for girls with two or more years of college. Prepares for positions with executives. Concentrated courses start July and September. Placement service. Catalog. LOUISE F. WINDLE, DIR., BOX V, 30 ROCKEFELLER PLAZA, NEW YORK.

MOON SCHOOL

38th year—A Distinctive School preparing for Private Secretarial and Executive positions. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Placement service. Catalog. Mu 2-1820. 521 FIFTH AVE. (or 1 E. 43D) NEW YORK, N. Y.

KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

BALLARD SCHOOL

69th Year. Courses for high school graduates, 6 or 8 mos.; college students 4½ mos., also summer courses in shorthand, typing. Moderate fee. Active free placement service. Residences. Catalog W.
LEXINGTON & 53D, NEW YORK. WICK. 2-4500.

Dramatic Arts

EMERSON COLLEGE

4-year course, A.B., B.L.I. degrees. Drama, theater technique; broadcasting; public speaking; journalism; dance; education; psychology; languages; philosophy. Dormitories. Back Bay location. 60th yr. H. D. HIGGINS, 130 BEACON ST., BOSTON, MASS.

THEATRE SCHOOL OF DRAMATIC ARTS

Spring, Summer, Courses in N.Y.C. for Teachers, Students. Summer Thea. Apprentice Group, July, Aug. ROOM 605, CARNEGIE HALL, NEW YORK CITY.

FRANCES ROBINSON-DUFF

Helen Hayes' Biography, just published, praises this famous dramatic teacher in glowing terms.
Acting—Directing—Coaching Rôles—Television
Summer Course Starts July 8
Bklt. O. 235 E. 62D ST., NEW YORK, RHine 4-7900.

FEAGIN SCHOOL OF DRAMATIC ART

Thorough preparation for Directing and Teaching as well as for Acting and all forms of Dramatic Expression. ROCKEFELLER CENTER, 630-5TH AVE., NEW YORK.

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent
The foremost institution for dramatic training
Catalog from Secretary, Room 251
Spring Term Begins April 1st
Carnegie Hall, New York

Paper Mill Theatre — Playhouse School

Frank Carrington—Director
Summer School
July 1st Through August 31st—1940
Intensive acting course of nine weeks.
Address the Registrar regarding acceptance.
Brookside Drive Millburn, New Jersey

Photography

CLARENCE H. WHITE

SCHOOL OF PHOTOGRAPHY

Practical day and evening courses for amateurs and professionals. Summer session starts in June. Enrollment limited. Individual guidance. Est. 1910. Catalogue. 32 WEST 74TH ST., NEW YORK, N. Y.

Household Science

BALLARD SCHOOL

69th Year. Tea Room Management, Modern Housekeeping, Cookery, Home Executive, Dressmaking, Practical Nursing. Placement service. Gym, pool, cafeteria, residences. Complete Catalog W.
LEXINGTON & 53D, NEW YORK. WICK. 2-4500.

Swimming School

DALTON SWIMMING SCHOOL

Personalized Individual Instruction for adults and children. Particularly the nervous and timid.
(41st year.) Write for Booklet V.
19 WEST 44 STREET, NEW YORK CITY

These schools will give special consideration to letters from readers who mention VOGUE.

Fashion Modeling

EMPIRE MANNEQUIN SCHOOL

Cultured, intelligent, ambitious girls, "Empire Trained", find interesting and remunerative careers as fashion models with New York's leading couturiers, dress salons, fashion shows, photographers and fashion films. 2 W. 45TH ST., N. Y. C. (BOOKLET E).

BARBIZON STUDIO

OF FASHION MODELING

Attractive girls trained for modeling in distinctive dress salons, fashion shows, film shorts, for artists, photographers. Individualized training. Free placement service. Booklet A. 576 FIFTH AVE., N. Y. C.

MALLON-FRIEL STUDIOS

Est. 1922. Prepares you for all modeling positions in 4 weeks. Be a World's Fair-est Model. Wonderful opportunities N. Y. World's Fair. Free placement N. Y. and Chicago graduates. Booklet V. NEW YORK: RKO BLDG., RADIO CITY. CHICAGO: 32 W. RANDOLPH ST.

AMERICA'S ORIGINAL MANNEQUIN SCHOOL will train you in 3 to 5 weeks to become a high salaried fashion model. Instruction individual (days—eves.). Extremely moderate tuition. Free placement service for one year.
Gertrude L. Mayer, Director.
Write for Booklet V-44
MAYFAIR Academy
545 FIFTH AVE., N. Y. C.

Merchandising

FASHION MERCHANDISING

Study in a school laid out and equipped like a department store. One year course. Executive positions through our free placement service. Also special 3 months Summer Course. LABORATORY INSTITUTE OF MERCHANDISING, 45 WEST 34TH STREET, N. Y. C.

TOBÉ-COBURN SCHOOL

for Fashion Careers

Train for merchandising, advertising, styling under fashion experts. One-year course for women 20-30. Placement opportunities. 82% of 1939 class employed before graduation. Send for list of graduates' positions. Catalog V.
9 ROCKEFELLER PLAZA, NEW YORK

Window Display

WINDOW DISPLAY

No field of creative endeavor today offers more opportunity than Display. Every store window is a potential job for someone. DAY and EVENING courses. Professional instructors. Work with actual merchandise. Free placement service. Request Catalog VI.
NEW YORK SCHOOL OF DISPLAY
Polly Pettit, Director
18 West 48th St., New York City. Est. 1934

Adult Training

Social Counselling

Foremost adult training and direction — reveals potentialities; directs natural energies for achievement. For business, professional, and career-minded women. Write for schedule.
HENRIETTA ROBINSON (Est. 1926)
902 Park Sq. Bldg., Boston, Mass. Providence Br.

Testing & Guidance

THE WITMER CENTER

Offers a psychological service for the testing, vocational guidance, speech training, and diagnostic teaching of any child or adolescent.
Address: LIGHTNER WITMER, PH.D., DIRECTOR
BOX V-186, DEVON, PA.

Exceptional Children

THE BANCROFT SCHOOL

Training and care for the child needing special adjustment. Educational program with medical supervision. Year-round school and home, with summer camp in Maine. Fully accredited. Established 1883. JENZIA C. COOLEY, BOX 345, HADDONFIELD, N. J.

HALLOWELL SCHOOL

Specialized Education for the Retarded Child. Nursery through Teens. Limited to 30. All Year. 3 Delightful Home Cottages overlooking Ocean. Separate School Buildings. Founded 1919.
MARGATE PARK, ATLANTIC CITY, N. J.

DEVEREUX SCHOOLS

Tutoring and vocational schools for boys and girls who present educational or emotional difficulties. For information address
HELENA T. DEVEREUX, DIRECTOR, OR
JOHN M. BARCLAY, REGISTRAR, BOX 40, BERWYN, PA.

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools
Girls Little Folks Boys
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

WILSON SCHOOLS

Year-round home school for exceptional children. Individual instruction. College trained teachers only. Medical supervision. Beautiful buildings and grounds. Reasonable rates. An ethical school. Speech correction stressed. 11 ARNOLD PLACE, DAYTON, OHIO.

STEWART HOME SCHOOL

FOR RETARDED CHILDREN. 47TH YEAR
Private home and school on beautiful 500 acre estate in Blue Grass section. Cottage plan. Individual mental and manual training. Catalog. DR. JOHN P. STEWART, DIR., BOX V, FRANKFORT, KY.

THE MARY E. POGUE SCHOOL

For exceptional boys, girls. 37th year. Instruction adapted to child's needs. Manual training, physical education, occupational therapy, speech training. Home environment. Separate buildings for boys, girls. Catalog. 46 GENEVA ROAD, WHEATON, ILLINOIS.

Fine & Applied Arts

N. Y. SCHOOL OF FINE & APPLIED ART (PARSONS)

Summer Session July 8-August 16. Advertising Design; Interior Decoration; Costume Illustration. Bulletins. New Address: BOX V, 136 E. 57 ST., N. Y.

GRAND CENTRAL SCHOOL

Drawing, Painting, Sculpture, Illustration, Animal and Human Anatomy, Cartooning, Advertising, Design, Fashion Arts, Interior Decoration. Day, evening. Inquire for Summer Classes. Catalog. 7002 GRAND CENTRAL TERMINAL, NEW YORK CITY.

FASHION ILLUSTRATION

Teacher: Christina Schmuck, author of "Fashion Illustration". (All subjects.)
CENTRAL PARK SCHOOL OF ART
58 W. 57TH ST., N. Y. C. CO. 5-8708

SCHOOL OF PROFESSIONAL ARTS

Advertising, Interior, Costume, Practical Design and Illustration. Life Drawing. Painting. Summer Session July 8. Catalog V-2. 400 MADISON AVE., N. Y.

N. Y. SCHOOL OF APPLIED DESIGN FOR WOMEN

Practical, individual instruction. Textiles, fashion illustration, interior architecture. Placement. 48th year. Catalog. BOX V, 160 LEXINGTON AVE., N. Y. C.

COSTUME DESIGN

A course recognized by leading designers
PRATT INSTITUTE
SCHOOL OF H. S. & A. BOX E-4
TEL. PROSPECT 9-2200 BROOKLYN, N. Y.

Let us help you . . .

Finding a vocational school is often a difficult task, even though you know in advance what field you want to enter. Perhaps we can be of assistance by telling you something about the distinguishing characteristics of each school. Or if you have not yet decided what your work is to be, we may be able to make suggestions.

Vogue's School Bureau
420 Lexington Avenue, New York

Fine & Applied Arts

RINGLING SCHOOL OF ART

The school of the Ringling Museum. Faculty of outstanding artists teaching all phases of art, including commercial art and costume design. Outdoor classes all winter. College academic classes available. Dormitories. For catalog address DEAN, SARASOTA, FLA.

VESPER GEORGE

Thorough training for careers in fashion arts: costume design, fashion illustration, advertising, illustration, interior decoration, theatrecraft, painting, modeling, etc. Teacher training. Est. 1924. Ask for catalog G. 44 ST. BOTOLPH ST., BOSTON, MASS.

SCHOOL OF PRACTICAL ART

Fashion arts, illustration, interior decoration, design, display, advertising, offer unlimited opportunities to well-trained young women. Faculty of successful modern artists. Boston advantages. Catalog. ROY V. DAVIDSON, DIR., TEN NEWBURY ST., BOSTON, MASS.

Modern School of Applied Art

Train for a CAREER in Costume Designing, Interior Decorating, Buying, Styling, Fashion or Advertising Illustrating or Copywriting. One to three-year courses. Unusual placement opportunities. Large experienced staff, attractive quarters.
Spring Courses. Send for Catalog V.
Directors: Carolyn L. Dewing—Donald Smith Feeley
687 BOYLSTON STREET, BOSTON, MASS.

CHAMBERLAIN

TRAINING FOR CAREERS IN FASHION AND RETAILING

Intensive, practical 2-year course under experts in fields of retailing, styling, textiles, decoration, furs, display, etc. Field work in leading stores provides valuable experience. Catalog.
MRS. ELSIE K. CHAMBERLAIN, Director
736 Boylston St., Boston, Mass.

Commercial
ILLUSTRATION
[Penthouse] **School**

Courses in Advertising and Fashion Art designed to meet need of Advertising Agencies, Dept. Stores, etc. Prominent staff. Graduates in demand.
Visitors Welcome.
175 Fifth Ave. (23rd St.), N. Y. *Catalog V.*

INTERIOR DECORATION

Practical Training Courses
6-WEEKS SUMMER CLASS STARTS JULY 8th. *Send for Catalog 6-R.* HOME STUDY STARTS AT ONCE. *Send for Catalog 6-C.*
N. Y. School of Interior Decoration
515 Madison Avenue • New York City

McDOWELL SCHOOL

COSTUME DESIGN
FASHION ILLUSTRATION
MILLINERY DRESSMAKING

Excellent Practical Courses in These and Allied subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request.
Day and Evening School
73 West 45th St., N. Y. C. BRyant 9-3085

TRAPHAGEN SCHOOL of FASHION *For Results*

Internationally Celebrated Graduates
Intensive SIX WEEKS' Summer Course
Approved by Regents Register Now
Top honors in all contests for over ten years. *Pronounced by every competent judge, the foremost school of its kind.* Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery. **Credits. Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. I. Phone Col. 5-2077.**
Not the Most Expensive But the Best
Investigate Before Registering Elsewhere
TRAPHAGEN, 1680 B'WAY (52d ST.) NEW YORK

Fine & Applied Arts

RICHMOND SCHOOL OF ART

Affiliated William & Mary College; Fine art, advertising art, costume design, teacher training, interior decoration, crafts. Minimum charge, including board, $555. College activities. Women's dormitory. B. F. A. degree. Catalog. 222 SHAFER ST., RICHMOND, VA.

NATIONAL ART SCHOOL

STUDY IN THE NATION'S CAPITAL
Famous galleries, libraries, Commercial and fine art —Costume Design, Fashion Ill., Advertising, Int. Decoration. Life Class. Catalog. 25th yr. New Building. STUDIO 104, 1503-21ST ST., N.W., WASH., D. C.

MARYLAND INSTITUTE

1825 BALTIMORE, MD. 1940
Courses in Fine Arts, Teacher Training. Advertising and Costume Design. Interior Decoration. Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

MOORE INSTITUTE SCHOOL OF DESIGN FOR WOMEN

All branches of fine and applied art, design and craftsmanship. Teacher training—B.F.A. degree. Residences. Catalog. 1340 N. BROAD ST., PHILA., PA.

ART INSTITUTE—PITTSBURGH

Dress Design and Construction (graduates designing in New York, London, Hollywood); Fashion Drawing; Commercial Art; Interior Decoration. 1 & 2 yr. courses. Placement service. Start Now. Catalog. WILLIS SHOOK, DIR., 111 STANWIX ST., PITTSBURGH, PA.

You can rely on VOGUE'S personal information regarding these schools

DARVAS SCHOOL

of Fashion Arts. Creative Costume Design, Construction Costume Design, Fashion Sketching, Pattern Designing, Draping, Professional Dressmaking. Catalog V. ELIZABETH KARDOS, DIRECTOR, HICKOX BLDG., EUCLID AVE. AT E. 9TH ST., CLEVELAND, O.

ACADEMY SAPHO

Midwest's school of French dress designing. Cutting without Patterns. Dress designing, professional training. Classes begin in Sept. & Jan. Diplomas awarded. MLLE. SAPHO, 107 CLIFFORD ST., DETROIT, MICH.

AMERICAN ACADEMY OF ART

Practical courses in Commercial and Fine Art, Dress Design, Fashion Illustration. Faculty of international reputation. Individual instruction. Summer term begins June 24th. FRANK H. YOUNG, DEPT. 640, 25 E. JACKSON BLVD., CHICAGO, ILLINOIS.

MIZEN ACADEMY OF ART

Only school directed by active Commercial Artist now producing for famous national accounts. Individual training in: Advertising Art; Fashion; Dress Design; Life; Illustration. Placement service. Catalog:—STUDIO 41, 75 E. WACKER DR., CHICAGO.

MANLEY—BRIDGE

SCHOOL OF FASHION ART
Dress Design, Millinery, Accessory Design, Styling, Merchandising, Fashion Illustration. Individual Instruction. Limited Enrollment. Write for information. 35 EAST WACKER DRIVE, DEPT. V, CHICAGO, ILL.

CHICAGO ACADEMY OF *Fine Arts*

DRESS DESIGN • FASHIONS • ART
Also Interior Decorating, Painting, Industrial Design, Stage Arts and related subjects. Famous Direct-Project Methods. Faculty of 33. SUMMER SCHOOL July 1 to Aug. 23.
18 S. Michigan Ave., Suite K-4, Chicago

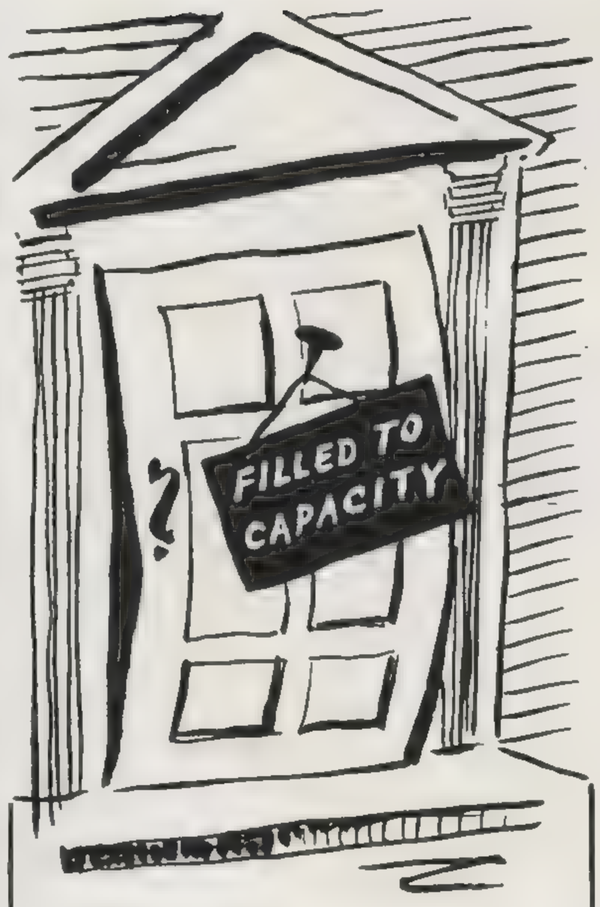
The RAY SCHOOLS

Famous Career School of the Central West

Dress Design, French Cutting, Pattern-making, Line, Color and Fabric Analysis, Merchandising, Styling, Buying, Modeling, Style Reporting, Fashion Advertising, Fashion Executive, Shopping Service, Millinery, Fashion Illustration, Interior Decoration, Photography, Window and Store Display.
Students Prepared for Professional Contacts
Personal Training • Individual Advancement
116 S. Michigan Boulevard, Chicago, Dept. V-4

FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
COSTUME DESIGN • STYLING • FASHION ART
Fashion analyzing and reporting, merchandising, color psychology, millinery design, fashion illustration. Individual, specialized training under **EMIL ALVIN HARTMAN** America's Foremost Fashion Instructor and Authority. Request School Book 5
30 Rockefeller Plaza (Fifth Ave.) New York • Circle 7-1514-5



ARE you thinking now about next year's schooling? Are you talking—planning — investigating *now*, so that no last minute contingency can force you into a hasty decision about one of the most important problems in any young life: the choice of the *right* school?

We do not suggest that you register your son at a leading school the day he is born (as eager parents have been known to do). But we do urge you to register as long in advance as you can. Fine schools, even when they still have vacancies, cannot accept more than a given number in each age group; and you may be disappointed if you don't plan ahead.

May we help you come to a decision? We pay frequent visits to good schools in every section of the country, keeping up with their changes in personnel and curriculum. We'll be glad to give you impartial advice, if you write us fully about your child and the type of school you are seeking. Or come to see us when you are in New York, so we can discuss the matter.

VOGUE'S
SCHOOL BUREAU
420 Lexington Avenue
New York

Vogue's ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES

Attention, brides-to-be! For there's quite a bit of groundwork to be done before the ring is popped on your finger! Get out That Notebook and see if there aren't quite a few gaps to be filled in. How are you fixed for wedding invitations and announcements? Have you given a thought to getting in some extra help for the occasion? Do you know just where the food delicacies for the reception are coming from?

And there are quite a few other questions we could ask. But we'll sum it all up and say that the thing to do is to clip out these pages and put them into That Notebook.

ALL OCCASION BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent. $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N. Y.

BEAUTY CULTURE

EUNICE SKELLY—FACE YOUTH SPECIAList. Don't arrange for any facial correction or treatment until you get my expert, impartial advice. No obligation. Write, call—Suite 1259, The Park Central, 56th & 7th Ave., N. Y.

LOOK YEARS YOUNGER. JOANN COLLINS' Nonsurgical Face and Neck treatments attested for 20 years, corrects wrinkles, eye-puffs; firms contours. Freckles, blemishes removed. Advice free. 200 W. 58 St., N. Y. C. CI 7-1528

YOUTHIFY YOUR SKIN in 5 Days. Safe, non-surgical method helps correct lines, pimples, blackheads, enlarged pores. Results or money refunded. Call or write for free advice. Helen Adair, 20 E. 53rd St., PLaza 3-2489

BEVERAGES

BILLY BAXTER & SOCIETY SELLERS. Society women are making pin money by selling fashionable Billy Baxter into topflight homes—club soda, sarsaparilla, quinine soda, etc.—made fine for fine people. Only solicitations among friends—at the bridge table, or by telephone; no delivering, no collecting—it's dignified, elegant. Become a Society Seller—Write at once for booklet that tells all. Address Billy Baxter, Cheswick, Pennsylvania

BUTTONS & BUCKLES

ALL SIZES & STYLES of covered buttons & buckles. Made to order from your materials for only 20c doz. buttons, & 15c a buckle. Mailed back quickly. Send cash. Novelty Button Works, 543 8th Ave., N. Y. C. Sample cards free

CHILDREN'S WEAR

NATALIE, INC. will continue its Road Exhibit in principal cities until April 15. Now is the time to buy Natalie's original Spring frocks. Organdies, sport dresses, play suits for children & grown-ups. 108 & 110 E. 57th, N. Y.

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CANADA'S FINEST COLLECTIONS of English Bone China await your inspection in Montreal & Toronto. Illustrated booklet "V" sent on request. Henry Birks & Sons Ltd.—Montreal; Birks-Ellis-Ryrie Ltd.—Toronto, Can.

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

COSMETICS

SALLYE HARMER COSMETICS do make a difference. Thousands have said, "I never would have believed it" after using these Exquisite Individualized Cosmetics. Write Sallye Harmer, Lansdowne, Pa. Salons: New York, Florence Bennett, 515 Madison Ave.; Richmond, Va., Anna F. Blanchard, 946 W. Grace; Little Rock, Ark., Bert J. MacCulloch, 117 E. 4th Street; Dallas, Tex., Nora Townsend, 3303 Fairview Street. Some territories still open

MME. RUBINOFF blends the newest makeup for each type, harmonizing with all new spring shades, also creams and lotions, to eliminate winter's fading touch. Inquire locally or main Salon, 205 Perry Payne Bldg., Cleveland, Ohio

CUSTOM SHOE REBUILDING

LIVERPOOL SHOE REBUILDING CO. (Opp. Macy's). Shoes & boots rebuilt. Lengthened, widened. Restyled over fitted lasts. Dyeing. Orthopedic departments. Shoes to order. Mail orders. Est. half century. 138 W. 34 St., N. Y.

B. NELSON, INC. Lengthen short shoes (not by stretching); widen; refit; handsole shoes over their original style last. Redye any color. Replace broken or scuffed heels. Mail orders. Est. 62 years. 10 East 39th St., New York

DELICACIES

CHEF D'ORLEANS—Seafood Delicacies ready to serve. Decoratively wrapped Gift Packages. Terrapin Meat, Green Turtle Soup, Crawfish Bisque, Gumbo, Shrimp. Folder. N. O. Delicacy Co., 1406-7th St., New Orleans, La.

VENDOME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

DOMESTIC EMPLOYEES

HARMONY between employer and employee spells success for every household. Let us help you achieve this ideal of every home owner. Miss Brinkley's Placement Agency, One West 47 St., New York, N. Y. Call BRyant 9-5840

DRESSMAKING

IT WAS FUN buying your clothes in the busy shop. Let our expert staff fit them in the comfort of your home. Whether it is designing for your personality or remodeling, call or write. Mme. Jane, 981 Madison Ave., N. Y. RH 4-1600

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 22nd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MISS SUZANNE removes hair; permanent and scarless results guaranteed. Recommended by leading physicians. Latest method. Consultation free. Expert personal attention. Associated with physician. 104 E. 40 St., N. Y. EL 5-0643

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., Room 616. MU 2-1714

FLORENCE WOODLEY—All superfluous hair permanently destroyed—Electrolysis. Written guarantee. No scarring. Physicians' references. Personal attention. Privacy. 681 Fifth Ave. (near 54th St.). PLaza 3-3323

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

WHAT KIND OF PERSON ARE YOU? Let Graphology show you how you look to friend and foe alike. Send 5 lines of your handwriting and one dollar ($1.00) to George Gray, Post Office Box 804, Rochester, Minn. & you'll find out

VOGUE'S ADDRESS BOOK will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. Write or call and your questions will receive immediate attention

FASHION CONSULTANT

NINA PRICE will plan a complete wardrobe or trousseau that will combine inexpensive ready-to-wear with her own exquisite creations. She will design for the difficult to fit figure, analyze your individual needs and turn you out correct to the last detail with interesting accessories keyed to your personality. Nina Price is now showing her Spring Collection of Custom Originals and Ready-to-Wear, and cordially invites you to see them. 8 E. 53 St., N. Y. EL 5-1412

FURS

MOLE IS SPRING FASHION NEWS! Molot, formerly with Bergdorf Goodman Fur Corp., will make you a Mole Jacket in bright colors for your new Spring clothes! From $95. Molot, 21 E. 56th St., N. Y. C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS REMODELED

A SMART FUR JACKET OR CAPE STOLE can be made from your old furs for as little as $20, including a new silk lining, cleaning and glazing. Jackets and cape Stoles will be the rage among style-famous women for spring and in-between-season wear. Youthful, original styles designed to compliment individual personalities. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl. opp. 35th St. side of Macy's, N. Y. Tel. LA 4-6788. Mail orders solicited

TRANSFORM your old Fur Coat into smart Jacket-Bolero, $12.50 includes everything. Complete Fur Coat Remodeling, off season price $22.50 includes new lining, 1941 styles. (Mail orders.) Reichbert, 53 West 36th, New York

HAIRDRESSERS

J. SCHAEFFER custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

MARIO JEREZ, New York's most Prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

WERNER OF SWITZERLAND. Specialists in permanent waving and hair styling to suit your personality. Scientific, slendering body massage; make-up and facials. Prices less than you think. 608 Fifth Ave. (49th St.), N. Y. BR 9-8141

C. LEONCE FOR ADVANCED HAIR STYLE Noted for incomparable chic & originality. His Self-setting wireless permanent has been the talk of this continent. Specialist in Scientific Hair coloring. 9 E. 53 St., N. Y. WI 2-0399

FRED the Hairstylist, creator of Hair Styles in vogue. Hair and scalp rejuvenation under meticulous supervision. 18 E. 49th St., EL 5-2220. Also Washington, D.C., Branch at Phillipsborn, 11th St. between "F" & "G". Tel. Nat'l 4174

ROBERT MAKES YOU BEAUTIFUL. Chic new coiffure designed & waved, $1.50. Artistic Flexible Permanents, $10. & $15. Grey Hair Scientifically Glorified. "The Original" Robert, 675 5th Avenue, New York. PLaza 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

LURA DE GEZ, 714 5TH AVE. (bet. 55th & 56th St.) Foremost hairstylist together with her expert staff specializes in permanents. Scalp treatments. Hair coloring. Make-up. Pedicuring & Manicuring. Permanents $10. CIrcle 7-5818

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALly on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS HAIR COLORING SPECIALIST will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

LAURENT considers Hair Coloring an art demanding the greatest care and skill. Your hair problem will be solved expertly and beautifully. Free consultation gladly given. 683 Fifth Avenue, New York. WIckersham 2-5212

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York

CLÉMENT TRANSFORMATIONS individually designed to solve particular hair problems. We re-dress & re-style your old piece. Mail orders carefully filled. Write for booklet "V". B. Clément, Suite 614, 665 5th Ave., N. Y. C.

JEWELRY CLEANER

FRENCH COSTUME JEWELRY POWDER, used with brush, cleans & polishes stones & settings; all-metal jewelry; steel buckles; marcasite. $1 for cleaner, brush, & cloth. P.pd. "French," Box 1079, New Orleans, La.

JEWELRY BOUGHT

THE BEST PLACE TO SELL Diamonds, Jewelry, Silverware. Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

LAUNDRY

THE BEAUTY OF LINEN AND LINGERIE is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brolin Laundry, 174 E. 82 St., RE 4-0761

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N. Y.

INVISIBLE REWEAVING—expert French weavers. No matter what material, your problem is solved. Moth holes, tears, burns handled. Mail orders. Parisian Mending & Weaving Co., 138 E. 53rd St., New York. WI. 2-0265

MILLINERY

EXCITING SPRING CREATIONS exquisitely handmade, especially for you! Felts, Straws, Flowers, Fabrics $5.50; your materials $3.00. Remodelling. Colors matched. Mail orders. Chez Chapeaux, 218 Madison Ave. (36th St.)

LIL PICARD, 677 Madison Ave. (upstairs), has something new under the summer sun—pert little hats to match your gay, summer print dresses. Have a look, too, at some adorable straw sailors & floppy cartwheels. BU 8-3215

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 20 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

THE ADDRESS BOOK is a directory of specialized shops where you can find the most unusual articles and services that you might look for elsewhere in vain. Your letter will bring you complete information as to rates, etc.

SHOES

SHOECRAFT, 714 Fifth Ave., New York City. Famed stylists to the narrow foot and heel. Sizes 2½ to 12, AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge accounts

I. MILLER SHOES designed to fit the longer foot and foreshorten its appearance. New spring fashions in sizes 8-10, widths AAAA-C. Charge accounts invited. 49 W. 34th St., and 450 Fifth Ave., at 40th St., N. Y. City

NANCY HAGGERTY, 8 East 53rd St., N. Y. Shoe specialist to the smart woman who likes High-Styled-conservative shoes. Custom made & ready to wear. Town and Country models—prices $12.85 up. We are at your service

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value, not "bargains". The better shops at your doorstep. Featuring wedding trousseaux and bridal apparel at no extra charge to you. 366 5th Ave., N.Y. WI 7-3288. Cable Edivalsto

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no ans. LExington 2-1100

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PEnnsylvania 6-6862

TAILORS

P. BASILE & SON creates for discriminating women, individual custom made suits, coats, of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St. VO 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

JOSEPH FRAM, formerly of Fortnum and Mason. Meticulous workmanship, talented selection of the loveliest new fabrics; & Madame Idam, a nimble-fingered, creative dressmaker for your gowns. 15 E. 47th St., N.Y.C. PL 3-6285

TUCKING

ECONOMY PLEATING & MFG. CO. Dressmakers or individuals wishing tucks of any width or description put into any type of material, call or write Economy Pleating Co., 134 W. 29th St., N.Y. (Room 207) Tel. LO 5-8057

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estates appraised. Write or call 69 W. 45th St., N. Y. BRyant 9-6269, 6268. Est. 44 yrs.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS — Announcements exquisitely engraved. Authoritative service; prices reasonable. Samples sent promptly on request; discriminating comparison requested. Write to: Harcourt & Co., Louisville, Kentucky

WEIGHT REDUCING

MARGARET DEUSTER, 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL 5-8118

ROSE-DOR FARMS—Magnificent weight reducing and beauty haven. Body and facial rejuvenation by expert attendants. Fine accommodations. Booklet. 30 minutes from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

VOGUE'S ADDRESS BOOK will save you a lot of time and effort. You will find shops a convenient source of satisfactory purchases —especially for articles and services that are difficult to obtain in ordinary stores

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Household

FLOWER ARRANGING—A Fascinating Hobby. Exquisite colour photographs of unusual flower arrangements, and useful suggestions and diagrams make this new booklet a joy to own! For your copy of this practical booklet, please send ten cents with your request to THE COCA-COLA CO., DEPT. V, ATLANTA, GA.

BATES BEDSPREADS are designed for all periods of decoration. No matter what style you have selected (Early American, 18th Century, Victorian, Modern) this booklet will show several bedspreads for your room. BATES FABRICS, INC., DEPT. V, 80 WORTH STREET, NEW YORK, NEW YORK.

FOURTEEN AMAZING WAYS to use the "Steem-Electric" steaming iron are given in an informative new booklet. STEEM-ELECTRIC CORP., 1727-V LAFAYETTE AVENUE, SAINT LOUIS, MISSOURI.

ALVIN STERLING SILVER PATTERNS each have a descriptive folder with price lists. Write for folders on the patterns in which you are interested: Chased Romantique, English Rose, Maytime, Mastercraft, Bridal Bouquet, Maryland, Della Robbia, Romantique. ALVIN SILVERSMITHS, DEPT. V, PROVIDENCE, R. I.

Schools

VOGUE'S SCHOOL DIRECTORY lists pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for men and women. For your copy, write VOGUE'S SCHOOL BUREAU, DEPARTMENT 3, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.

Travel

SOUTH AMERICAN CRUISES on the ships of the new Good Neighbor Fleet are described in a charming new folder. Itineraries of the cruises, deck plans, and rates are given for your convenience. MOORE-MCCORMACK LINES, DEPT. V, 5 BROADWAY, NEW YORK, NEW YORK.

WHITE SULPHUR SPRINGS—THE GREENBRIER. A photographic story of the activities at this famous resort and a schedule of coming events are given in a new booklet. THE GREENBRIER, DEPT. V, WHITE SULPHUR SPRINGS, W. VA.

CANADA CALLS YOU is a comprehensive magazine-size booklet telling you many interesting things about travel in Canada —the interesting provinces, the beautiful parks, the world-renowned fishing spots. CANADIAN TRAVEL BUREAU, DEPT. AT140, OTTAWA, CANADA.

VISIT JAPAN—a charming booklet on Japan describes the numerous resorts, the arts and crafts of the country and her ancient customs. JAPAN TOURIST BUREAU, DEPARTMENT V, 551 FIFTH AVENUE, NEW YORK, NEW YORK.

JASPER NATIONAL PARK. A fifty-page booklet shows many photographs of this exquisite country—and gives a great deal of information on hunting and fishing in the Canadian Rockies. Several tours are also described. CANADIAN NATIONAL RAILWAYS, DEPT. V, 673 FIFTH AVENUE, NEW YORK, NEW YORK.

Beauty

BEAUTY BY HENRI BENDEL. Henri Bendel, for so many years famous for beautiful fashions, now has boudoir and bath preparations which are described and pictured in a charming new booklet. HENRI BENDEL, DEPT. V, 10 WEST 57 STREET, NEW YORK, NEW YORK.

YOUR LOVELY SKIN is Dorothy Gray's valuable booklet, outlining the correct treatments for every type and condition of skin. DOROTHY GRAY, DEPT. V, 683 FIFTH AVENUE, NEW YORK, NEW YORK.

Shoes

HEEL LATCH SHOES are described in an attractive new folder. For this, six booklets of lipstick tissue, and the name of your nearest Heel Latch dealer, write ROBERTS, JOHNSON & RAND, DEPT. V, BRANCH OF INTERNATIONAL SHOE COMPANY, ST. LOUIS, MISSOURI.

CONNIE SHOE CREATIONS for spring are described in a charming new booklet that will be sent free of charge. WOHL SHOE CO., DEPT. V, ST. LOUIS, MO.

ON YOUR TOES FOR SPRING is a new booklet filled with news of the flattering spring shoes. VITALITY SHOE COMPANY, DEPT. V, DIVISION OF INTERNATIONAL SHOE CO., ST. LOUIS, MISSOURI.

NEWS IN FINE SHOES is Shoecraft's new spring booklet, illustrating their latest styles for the long, narrow foot. A convenient order blank is included. SHOECRAFT, DEPT. V, 714 FIFTH AVENUE, NEW YORK, NEW YORK.

Wardrobe

BAGARU COATS for spring are illustrated in an attractive new booklet. For your copy, write BAGEDONOW BROTHERS, INC., DEPT. V, 512 SEVENTH AVENUE, NEW YORK, NEW YORK.

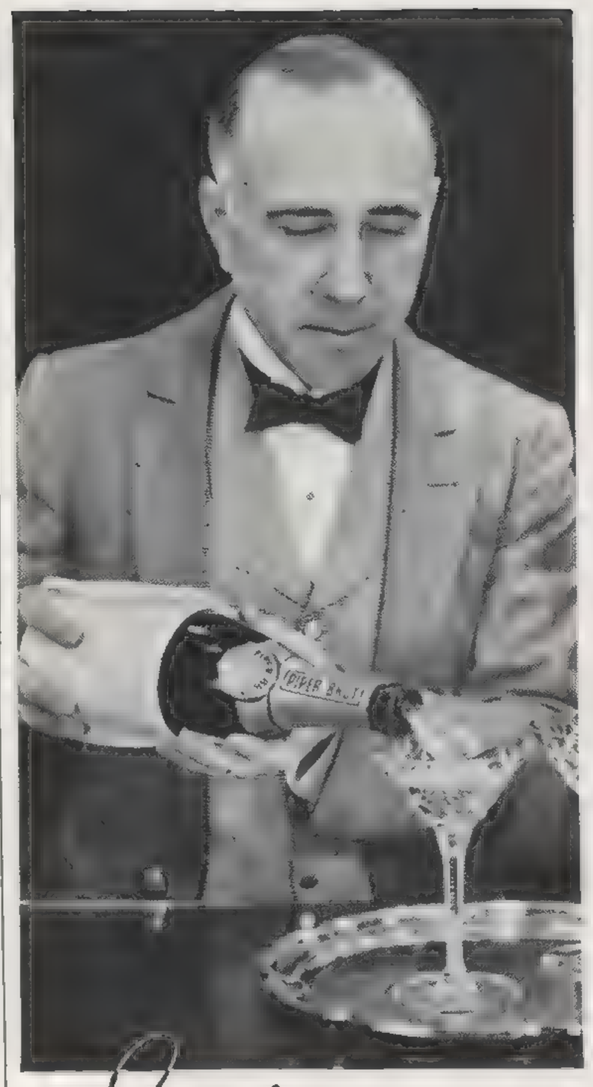
HOW TO LET YOUR CLOTHES ENJOY YOUR TRIP is Hartmann's informative manual that tells you how to pack your clothes easily and correctly. HARTMANN TRUNK COMPANY, DEPT. V, RACINE, WISCONSIN.

"TISH-U-KNIT" SWEATERS designed by Léon are shown in an attractive new folder. The appealing "Scarlett O'Hara" sweater is included. OLYMPIC KNITWEAR, INC., DEPT. V, 1372 BROADWAY, NEW YORK, NEW YORK.

FIGURE IT OUT FOR YOURSELF is a new booklet that will help you solve your figure problem, with correct well-designed corsets. CORSETRY, INC., DEPT. V, 171 MADISON AVENUE, NEW YORK CITY.

HERALD OF FASHION. Some of the smart new costumes are illustrated in a helpful brochure. For your copy, write HERALD OF FASHION, DEPT. V, 570 SEVENTH AVENUE, NEW YORK, NEW YORK.

HELEN HARPER SWEATERS for Spring are shown in a charming new booklet. BLUME KNITWEAR, DEPT. V, 1372 BROADWAY, NEW YORK, NEW YORK.



Insist ON "PIPER"

PIPER-HEIDSIECK

Champagne

NOTHING LESS WILL DO

BROWNE VINTNERS CO., INC., N. Y.

This year a holiday in *British Columbia*

THE VACATION-LAND THAT HAS EVERYTHING!

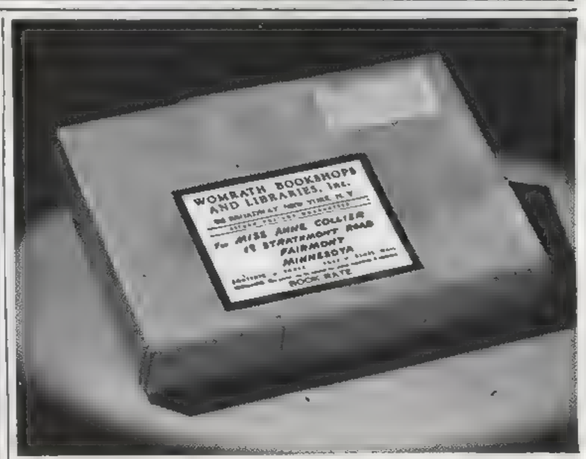
North of the Border—clean sand beaches or ranches and resorts in a vast unspoiled hinterland. Good roads and accommodation and every popular recreational facility.

Rates are low and new monetary exchange now gives you 10% more.

Write today to the

BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU

VICTORIA, B.C., CANADA



WOMRATH'S LETTERBOX LIBRARY brings the best circulating library service right to your door. For a few cents a day you can rent any new popular book . . . as many as 52 books a year for only $14.00! Handy pre-labeled mailing carton makes returning easy. Send for free booklet with full information. WOMRATH'S-BY-MAIL, Dept. C, 865 Broadway, New York, N. Y.

Napoleonic Vision

Once it mirrored the days when Napoleon III and his proud wife were dreaming of all France as their empire. Now...still with the aura of St. Cloud about it...it is, with its twin, sparkling fantasy for a lovely house.

From the Four Centuries Shop

W & J SLOANE
Fifth Avenue at 47th • New York
Washington • San Francisco
Beverly Hills

The de luxe Night Club effect of this MOROCCO Bar equals its practical construction. Stools to match . . . unique accessories that smartly blend.
Write for beautifully illustrated booklet #2
The only Store of its Kind.

the BAR MART
56 West 45th St., N. Y. C.

Shop

SHOP-HOUND promises to try to help you find nice things for your wedding—or some one else's. But before we come to the ladies at all, let us deal quickly and charmingly with the men. For a good groom, or a very deserving best man, we would buy the four-way clock in the photograph, then wrestle with ourself to keep from keeping it for our own. This compact folding affair is comprised of clock, barometer, thermometer, and automatic calendar. The clock is an eight-day winder, and the calendar works right along with it. The lucky man may have it in a case of black morocco, pigskin, ostrich, or (real and beautiful) crocodile. In this last it costs $60, but the other leathers come to $55.

To make a bride swoon, we would give (if we could) a pair of diamond clips shaped like wings, with an oval star sapphire in the centre of each. The wings come together to form a large pin, when you want to wear them that way. Clock and wings are from Mermod Jaccard-King, St. Louis.

From our leather love, Arthur Gilmore, we'd like to steal a wardrobe trunk, of tanned cowhide, with a hickory frame for durability. This dream is trimmed with brass—locks, corners, and nails are all made of it. Inside are sixteen hangers, set at different levels to take care of different dress lengths, plus a brown corduroy bag with space for lots of shoes in it. This, unfortunately, costs all of $300, and weighs just about its weight in paper.... In this same sort of bubble-weight luggage is a hat-and-shoe trunk, with space for a number of hats above, and drawer after drawer of shoe space; $250. Gilmore will change the interior arrangements as you like. At 16 East Fifty-Second Street.

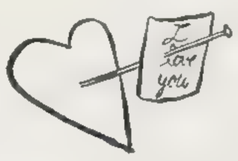
These sterling gifts would please man and woman alike. Left to right: a tricky-but-simple monogrammed key-ring; $3, dangling a monogrammed nickel key. If you send in your own key, the monogram may be cut in the top, and polished, for $2. The sterling silver saccharine box, one of the few modern ones we've seen, bears a monogram, and a $5 price. Ownname Products Corporation, General Motors Building.

And from McGibbon's furniture department, a three-fold, paper-covered screen for $15. You may choose from six patterns of paper, or use your own. The measurements: 19½ (per fold) by 68 inches. And an *excellent* collection of small tables. A mahogany trestle-table, on fine thin legs, comes in either coffee or serving heights. The top, which is stain-resisting, comes off when not in use: $42.... And a wonderful mahogany end-table, after Duncan Phyfe, with brass claw feet. This is nice and light-weight and, when lifted out in front of a chair, can be adjusted so that the top comes up to just the right slant for writing or drawing. We think that this would be a very good buy, even if it cost more than $19.50, but it doesn't. At 49 East Fifty-Seventh Street.

Hound promises

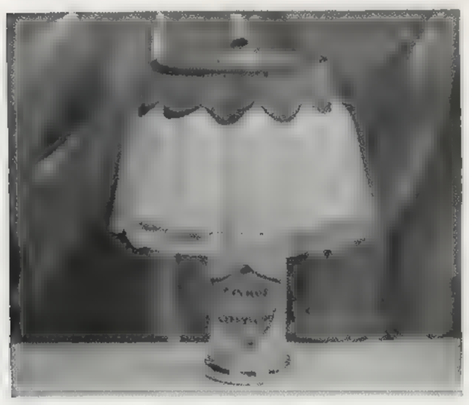
You should be delighted to know that the glasses in the photograph below have chip-proof rims; any bride who sees her wedding loot slowly diminishing in the hands of friends, can appreciate the beauty of that. Other good points in favour of the glasses are: price, $3 for a dozen (or $2 for half a dozen), and the fact that a name or pair of names (up to seven letters) is included in this price. The heavy half sham bottoms make them less tippable. You may order them from Marshall Field, in Chicago.

Young and lovely; a three-piece fresh young offering from Nelson-Hickson. There's a long navy-blue wool coat, navy-lined, and adorned with big square pockets and white piqué lapels. Under this, a rather flared navy-blue wool skirt, which buttons onto a white piqué blouse, short-sleeved and collarless. A faithful forever arrangement. The price, all-together, is $69. The place is 9 West Fifty-Seventh Street.



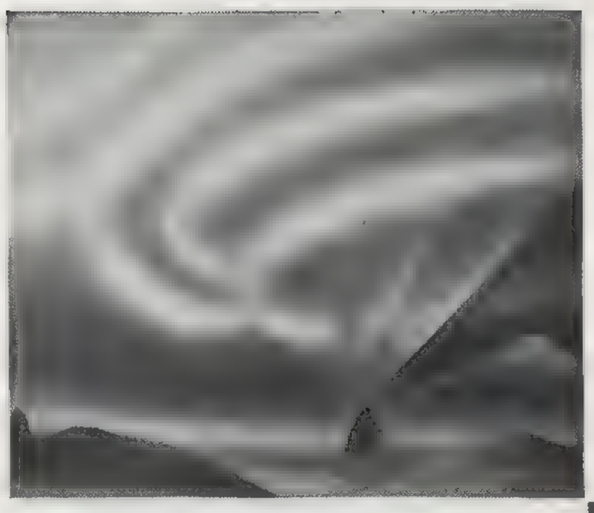
The fripperies at the left come from Maison de Linge, 816 Madison Avenue. The heart-shaped pincushion of blue taffeta; $2. The fat white quilted jewel-case is of Celanese satin, lined and pocketed with velvet. The squashiness of it, and the feather-weight, make it a commendable travelling companion.

Grande Maison de Blanc has some charming blanket-covers. One which we liked particularly is of peach-coloured Crown Tested rayon crêpe, bordered in peach rayon satin, which is printed with small pink and blue carnations. $8.50 is all that it costs. And for the more luxurious; there's a peach silk one, sprigged with a tiny all-over flower pattern woven into the fabric, and banded in satin to match, with a stripe of satin down the centre. This costs $21.50, at 746 Fifth Avenue. And the négligés and nightgowns here are irresistible.



VOGUE STUDIOS

The lamp at the left would light up a lady's dressing-room beautifully. The base is an old pharmacist's jar, pale blue and white, with black lettering on it. The shade is made of white claire de lune, with a loose white organdie skirt and a top of blue taffeta, cut in scallops. The base alone costs $33.75. The lampshade comes to $16.50. These are from the prolific lamp department of W. and J. Sloane, Fifth Avenue and Forty-Seventh Street. And there is a whole group of other old pharmacist-jar lamps here to choose from, not all treated in such a petticoated fashion as this, but all handsome in their own light and shades. In fact, we doubt if there's any sort of room—either modern or period—for which W. and J. Sloane would not have the proper illumination.



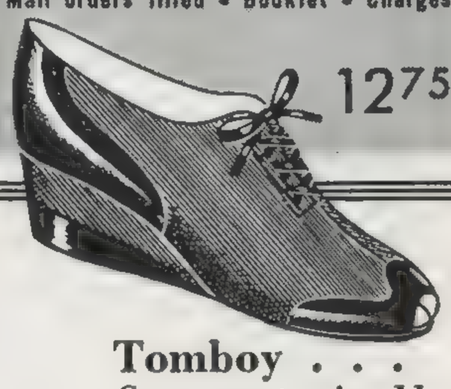
ANTOINE
presents
TWO DRAMATIC NEW MAKE-UPS

MIDNIGHT RED for dusk-to-dawn..inspired by the glory of the aurora borealis

ALERTE for dawn-to-dusk..a fresh true red for spring's singing colors

663 FIFTH AVENUE • NEW YORK
5 RUE CAMBON • PARIS

Exclusively
SHOECRAFT
714 FIFTH AVENUE • NEW YORK
Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
Mail orders filled • Booklet • Charges



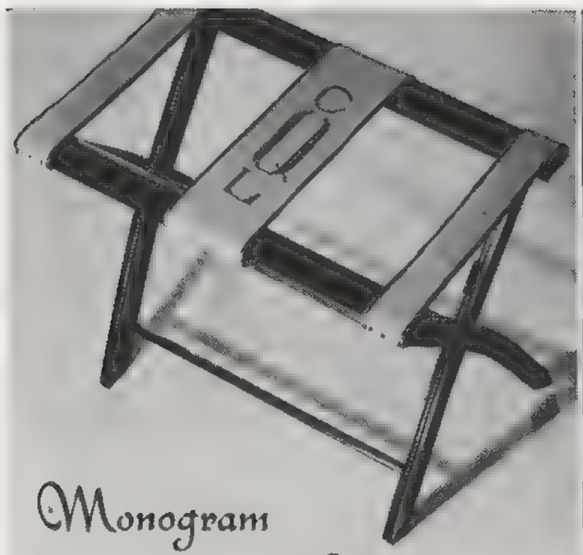
12.75

Tomboy . . .
Grows up to size 11
Tomboy leads us a merry chase keeping up with requests for sizes 9's to 11's. Its undisciplined freedom is a welcome surprise for long narrow feet that surrender to Shoecraft this spring. A step-in disguised as an oxford in black lastex gabardine with patent wonderful on a wedge.

LINGERIE
LINENS
Maison de Linge
NEW YORK

Lovely Satin Gown and Sheer Coat, Ribbon and Lace trimmed. Set $25. Send for Trousseau Booklet.

816 MADISON AVENUE
(Between 68th and 69th Streets)
(Also at Greenwich, Connecticut)

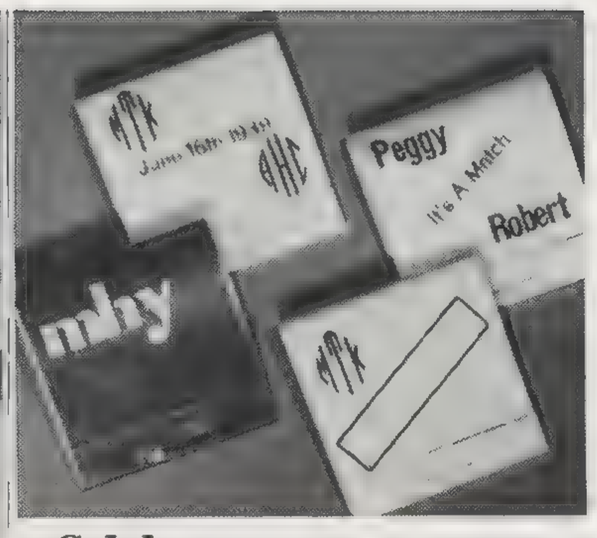


Monogram in Needlework

~ a smart personal touch for this welcome hostess gift ~ and for your own guest room. And so easy to work! Complete with yarns, monogram stamped on canvas, 8.50; with finished needlepoint monogram, 12.50. Rack in ivory, mahogany or walnut finish.

Alice Maynard

558 MADISON AVE., NEW YORK



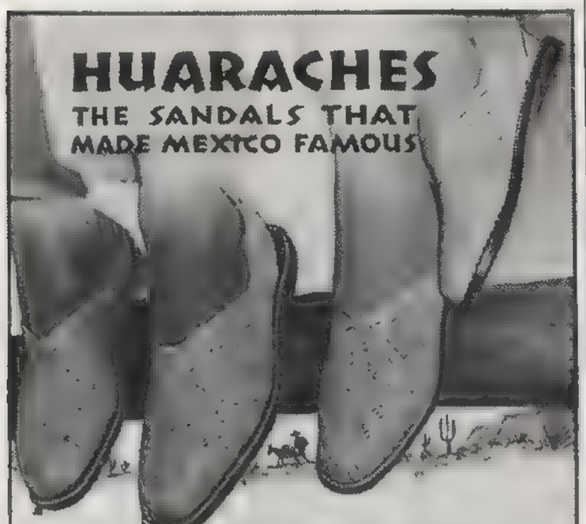
Celebrate . . .

Your engagement or wedding up to the silver or golden anniversary with these ultra-smart matchbooks. Double names, and either the all important date, or the name frame for use as place cards. Exotic monogrammed metallic foil for the home or purse. $4.50 for 50—$6.50 for 100.

Cover colors: White, silver, gold—Metallic colors: Red, blue, green, wisteria, copper. White for dinner place cards. Imprint: Any color.

OWNAME PRODUCTS CORP.
General Motors Bldg. N. Y. C.

HUARACHES
THE SANDALS THAT MADE MEXICO FAMOUS



Will Feel Famously Soft and Cool on Your Feet

NOW ONLY $2.95
Immediate Delivery

No two pairs of imported STEERHIDE Huaraches are ever woven with the same pattern and design. Domestic production has never been able to imitate this. It's a tribute to the Indian Sandal-Maker and the good taste of the wearer.

Handtooled in natural beige leather (also in white, plain weave)

All sizes for men and women
Send foot outline, mention shoe size.

The OLD MEXICO SHOP
SANTA FÉ—NEW MEXICO

House & Garden's *Portfolio of Flower Prints*

■ 25 superb flower engravings, reproduced in full color, suitable for framing, with an introductory essay and biographical notes by Richardson Wright.

Enclosed in a handsome case $5 (postpaid)

Send your order now to The Condé Nast Publications, Inc., Greenwich, Connecticut

SUGARIN' TIME IS HERE

PURE MAPLE PRODUCTS
FRESH FROM THE FARM

Gallon Maple Syrup (First Run)	$3.75
Pint Can Maple Spread	1.25
Pound Box Assorted Maple Candy	1.40
10-Ounce Granulated Maple Sugar	.50
	$6.90

Special Cash Offer For This Assortment $6.50

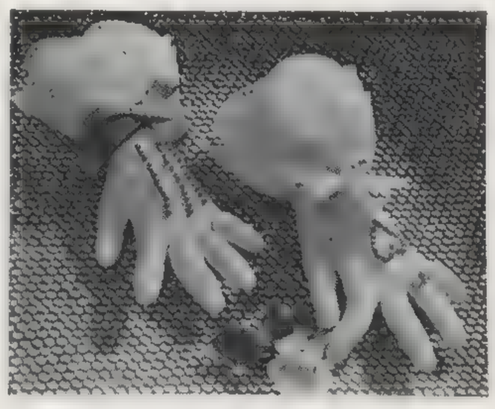
For Complete Price List and Other Special Offers Write

"SUGAR BILL" Sugar Hill, New Hampshire

Shop

If you have very special preferences about letter-paper, you'll search far before you find a better collection than there is at Bournefield. Here, Mrs. John Strong has samples of almost every variety of paper, with a wide selection of monograms, lettering, and borders. She will copy special colours for borders and will make up a special colour combination to your order, to be reserved for you alone. It's best to call for an appointment if you want to work out something like this, and see Mrs. Strong herself.

One paper that we have ordered for our own delight is in a dark grey called "Mouse," in big sheets with a white border and white name across the top of the page. A regular die here costs $3, and a special one usually $5. Mrs. Strong is of our opinion that it is a blessing to have your writing-paper mounted on pads, especially for travelling. She will do this with any paper that you choose. The prices are far lower than you'd expect, beginning at about $1.50 for a hundred sheets. 660 Fifth Avenue.



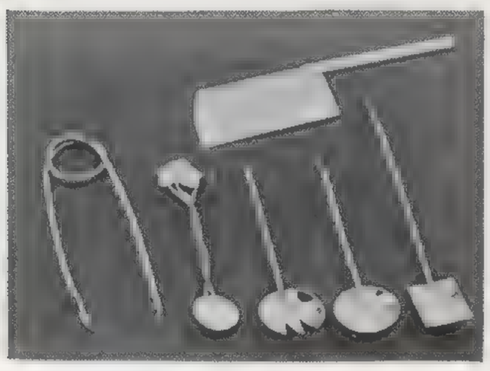
Reeking with sentiment and a faint whiff of scent, these little pink cotton hands have many uses. You can use them as sachets, pincushions, or ring-holders as you will. The frills at the wrists are of fine eyelet embroidery, to match the hands. They come in other pastel shades, as well. $3 each (not including the sparkling ring on the hand at the right). These come from Alice Marks, as do many of the wedding presents of almost every lucky bride nowadays. For a young collector, there is a large selection of Worcester, Rockingham, and Lowestoft cups and saucers, from $8.50 up. One of these cups and saucers, with a stand ($2.50) makes a present that any girl would be proud of. Aside from all the antique china here, there is some nice modern pottery of the table-and-cooking variety. A generous brown pottery casserole, complete with alcohol-lamp and stove, costs $7. And, of course, the collection of small tables here is legendary by now. 6 East Fifty-Second Street.

The famous French porcelain of Alfred Orlik has now found itself in a three-piece dressing-table set—mirror, brush, and hair-brush. Gold-painted on white or pastel backgrounds, $80 the set. Also shown, the new flat smoking set in this ware. The divided cigarette-box, $25; the ash-tray bound in gold-coloured metal, $4; the fat lighter, $12.50. 395 Madison Avenue.

Jeanne, of 501 Fifth Avenue, has carried until now only French imports, but this month is adding to her wares a small collection of American-made dresses, a few of them of her own design. Her shop is not large, but there are always very charming models. Among the American designs, we were attracted to a jacket-dress of smoky blue-grey crêpe, patterned all over in a tiny white print. The jacket is double-breasted, with rounded lapels of velvet the same colour. This costs $39.50, and is on the young side, but Jeanne makes a specialty, too, of dresses in the larger sizes.

Hound promises

This array of modern sterling silver is all designed by Leonore Doskow, all sold at the shop of Madolin Mapelsden, at 825 Lexington Avenue. Reading from left to right, the prices are thus. The ice-tongs, $6; the ivy-handled spoon, ditto; the hors-d'œuvres fork and spoon set, $8; the marmalade spoon with the long handle and an initial, $4; and the fine cheese-knife, which you see lying across the top of this photograph, will cost you $9.



We were glad to see, on visiting Dennison's the other day, that they feel as rabidly pro sealing-wax as we do. There's nothing that makes a letter so important (except the enclosure of a cheque) as a generous, bright-coloured blob and a seal on the back of the envelope. You may acquire some here for one thin dime per stick, and this embraces wax in both gold and silver. Your seal, complete with a handle and one initial, will cost you 35 cents only. So be sure to be distinguished-looking next time you write a letter.... Since paper napkins and summer picnics and beach-parties are on the way, please note: Huge 20-inch, white, linen-like squares cost 45 cents for 50. Smaller ones average 25 cents a double dozen. 411 Fifth Avenue.

VOGUE STUDIOS

These gay little figures are, in reality, hand-made leather lapel ornaments. The saluting soldier wears a red jacket and a spray of pink feathers on his brass hat. Zebra and Uncle Sam are both wearing stripes, in the approved colour combinations, the zebra having a tail of white feathers for fantasy. The soldier at the right has on a bird's-egg-blue top and some red feathers. The price for each pin is $1. You may buy them at Bernath, where there are so many wonderful sports clothes to choose from; 561 Fifth Ave.

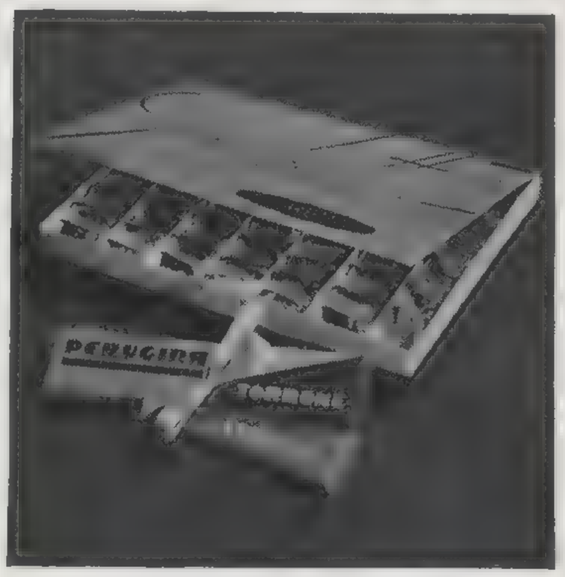
The Bazar Français, at 666 Sixth Avenue, should be a Mecca for young gourmets-to-be, for it sells such an array of copper chafing-dishes, coffee-pots, and what-not that it would make a home-lover out of any one. One of the most unusual sets is the Turkish coffee-set, which comes complete with copper pot, alcohol-lamp, six little china cups decorated with moons and stars, six copper cup-stands, and an oblong copper tray. All of this comes to $22, and you get a recipe for making Turkish coffee thrown in.

For the ambitious, there's a *Crêpe Suzette* stove, $14.50, with a selection of different pans for making the "crêpes" in. The least expensive of these little stoves costs only $3.75. It is lined with tin and perfectly adequate. But if you really want to make a *spécialité* of *crêpes*, look at the really swell one that is lined with silver plate and will cost you all of $10.

Incidentally, when you visit this shop, the address is a bit out of your regular shopping district. It's at Twentieth Street, but we think you'll agree that it's worth the trip.

Taste the difference

The famous Master Confectioners of the "*House of Perugina*" have produced many exquisite sweets, but none so good, so luscious and scrumptious as the *Gianduiotti!* A mouthful of velvety smooth chocolate made with crème de cocoa and flavored with toasted filberts. Excellent after dinner with demi-tasse or liqueur.



Both TORRONE *and 14 oz. box of* GIANDUIOTTI *for only* $1.75

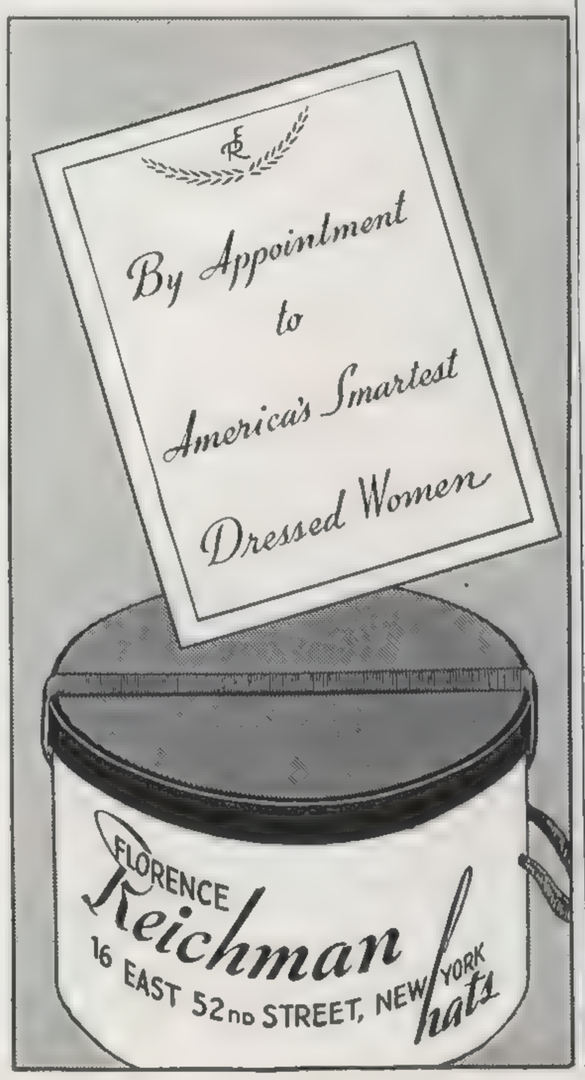
Special Combination Offer
(Limited Time Only)

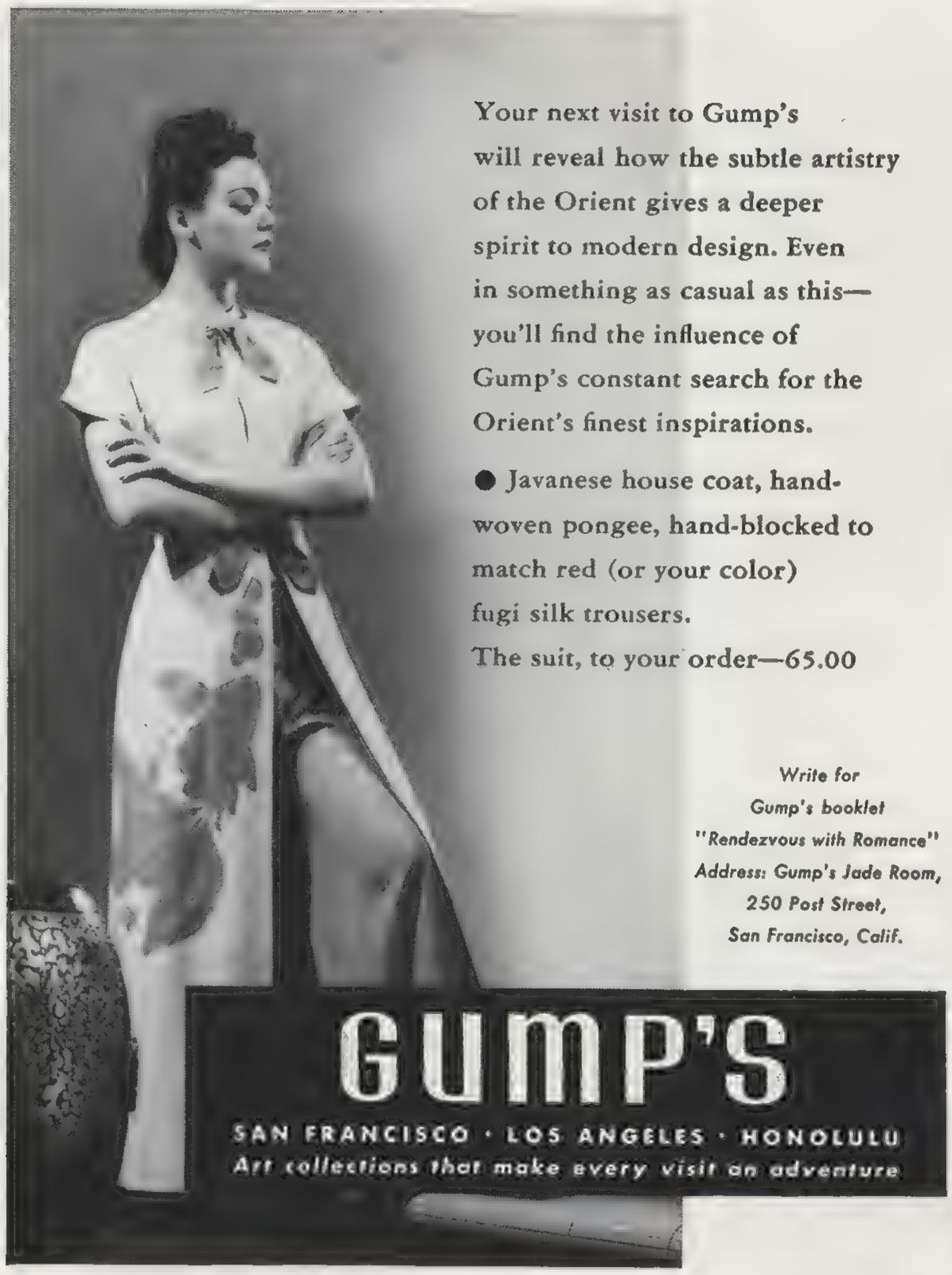
2 large bars of Torrone, Traditional Italian nougat, chock-full of nuts, made with albumen, honey and sugar. *It's simply delicious.* Vanilla and pistachio flavor.

PERUGINA
FIFTH AVENUE at 56TH STREET
NEW YORK CITY

Mail and phone orders sent postpaid to any part of the United States. Phone PLaza 8-1009
Importers: La Bomboniera Inc., 99 Hudson Street, N.Y. C.

LOOK AT YOUR jewels—are they really clean, or are they dulled by soap residue, dust, and grime? Make them sparkle beautifully with Lucet—new wonder cleaner for precious or costume jewelry. A sizable bottle and a little brush, $1.00 post paid, from **LORD & TAYLOR, Fifth Ave. New York.**



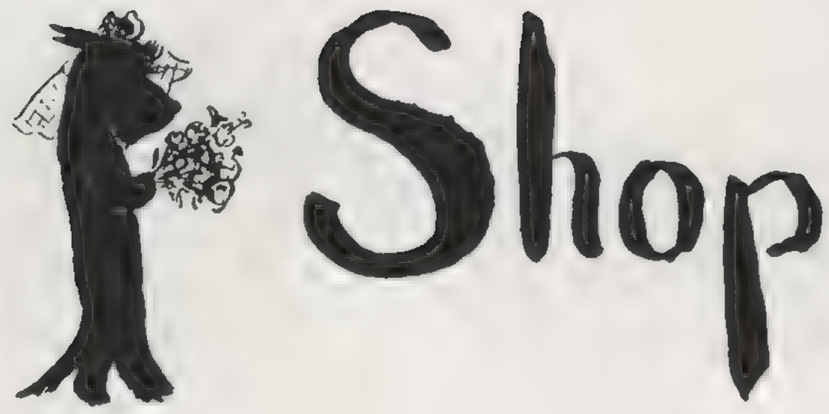


SET FOR SUMMER DAWDLING

If it's chic outdoor comfort you're wanting, don't fail to see our exciting collection of summer furniture. Now on display, it's irresistibly gay, beautifully designed and constructed to provide the utmost in good looks and service. Reserve your copy of our summer furniture booklet "V" now.

HAMMACHER SCHLEMMER

145 East 57th St. Our 92nd Birthday New York City



The Kayser people have blossomed out with a wonderfully complete garden of flower colours for their new glove group, and have, of course, some extra-nice ones in the inevitable spring white. The one shown in the photograph below is of the eight-button-length variety, with zig-zag stitching up the back of the hand. A pair will cost you only $1.50, and they're made of American Leatherette, a double-woven cotton fabric, with reinforced seams for wearing and wearing. These are made also in navy-blue, black, beige, or a colour that looks like doeskin, in case you have all the white gloves you need—though we doubt that any one ever does. You can buy these at any and all of the Kayser stores.

Irene Hayes has, as usual, many vases and other decorative bits that would make happy wedding gifts. Small hand-blown glass ducks are new and bewitching. Each has a space for a few little blossoms to be stuck in his back; $1 and $1.50 sizes.... Gardens from Hawaii, of pink or white or pale green coral rising out of white sand, around an Oriental ceramic figurine. These sell for from $15 to $25.... Segments of rock-crystal to use in your own flower arrangements, $1.50 to $3.50.... And, made especially for Miss Hayes, sentimental pottery doves, to bear flowers. We liked the single one best, with pointed wings raised up to form a bowl for flowers. He is white, pastel, or dove-grey, as you like, for $5. Double-doves, too, at 273 Park Avenue. And here you'll find flowery suggestions for bridal head-dresses, bouquets, et al., that are not only imaginative, but sensible to carry out in reality.

We love our new version of the Steem-Electric iron as the huntsman loves his hound, as Sonja Henie loves ice, for it has served us well and faithfully every time we have used it. This magic device steams as it presses, so that you can iron even the most temperamental fabrics on their right sides, thus seeing what you are doing. We have resurrected almost hopelessly crumpled ties for our mate. Our velvet evening cape also shows signs of being pleased with this steam treatment. You, too, as the bill-boards say, can own one for $9—or, for $10, one with the new overheating-preventive feature. And don't think that because this is so practical, a bride won't be excited about getting one for a wedding present, because she will if she is worth giving any present to, at all. The $9 model comes in AC and DC, and the $10 one in AC only, at Lewis and Conger, Sixth Avenue and Forty-Fifth Street.

VOGUE STUDIOS

At Ethel Stiffson Accessories in the Lillian Sloane shop, we found a metal container for those oversized cigarettes. Henriette makes it, in a bright-gold or satin-gold finish, or in a choice of springy pastel shades. It's pretty enough to put on your dressing-table, but not too big to carry about in your bag. The price for this is only $2.50, plus the cost of the monogram. 573 Madison Avenue.

Hound promises

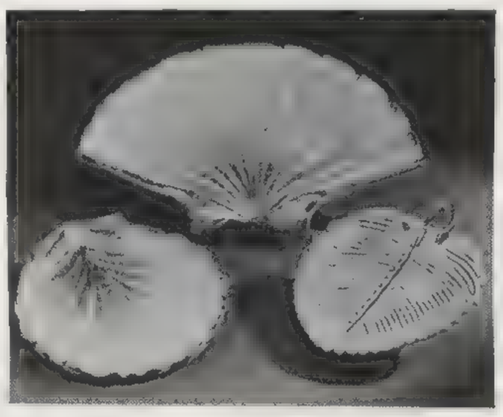
There's a decidedly new look to the rawhide hand-bag at Mark Cross, which makes us wonder why this handsome, creamy leather has been relegated to the luggage departments for so long. The bag is of the fold-over variety; flap and gussets lined with red calf. There are also a red calf strap and fastening. This red against the parchment-like colour and texture of the rawhide is nothing less than devastating. The price is not so devastating to your wealth as you might think—$15, to be exact. Since the bag comes from Mark Cross, need we say that it is beautifully lined and fitted? It is, anyway.

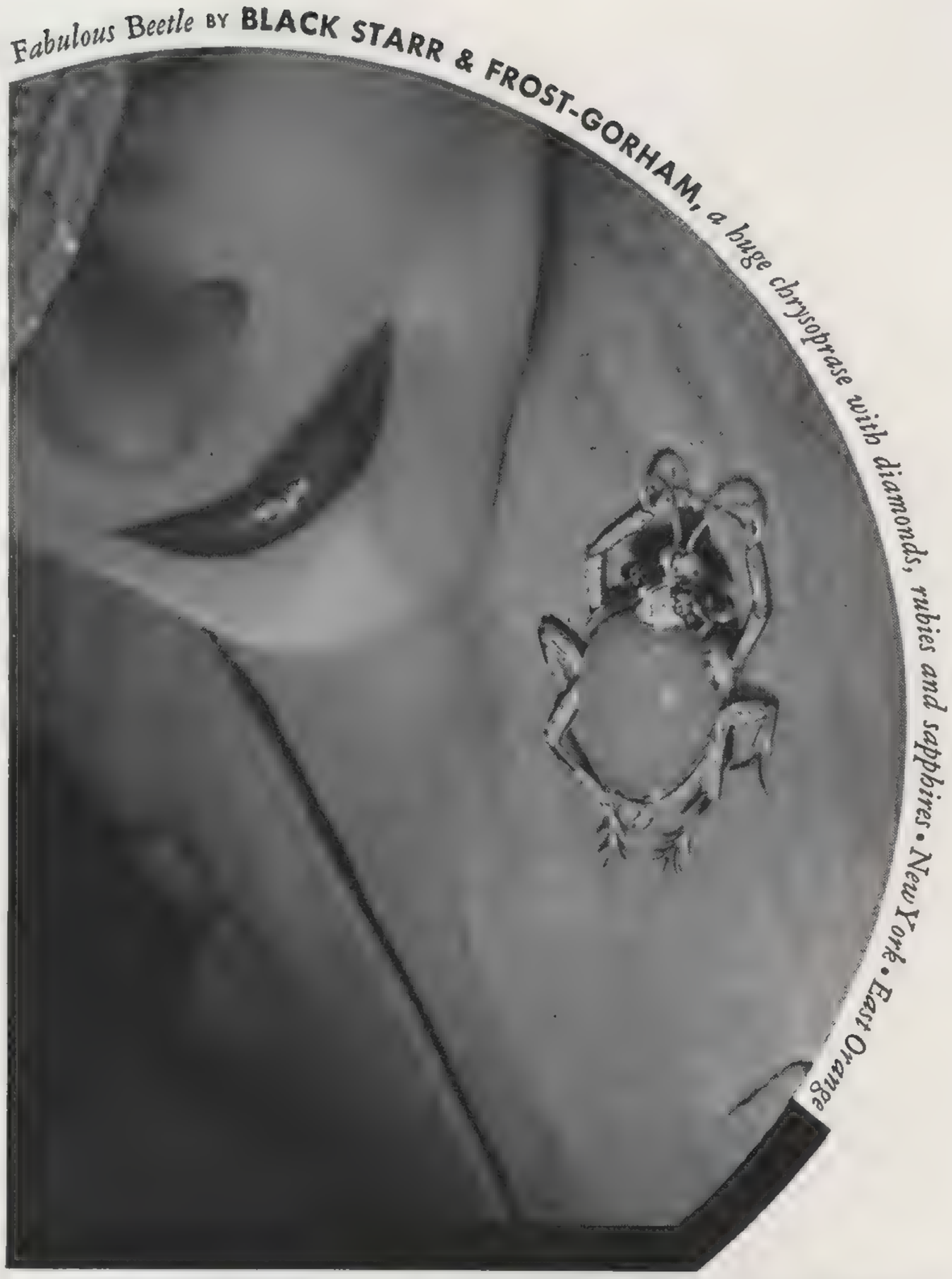
The Oriental scene below involves a beautiful statue and a beautiful girl (Miss Milada Mladova) who is playing at "statues," and a costume that is something to long for. This hostess gown is made of Oriental Yuzen cloth, which is hand-woven in narrow strips, then somehow cleverly fitted together. The background is an opaque smoky-black, illuminated with horizontal, irregular streaks of gold. There are hand-painted birds flying about at intervals, their wings tipped with gold and silver threads woven into the cloth. Two antique gold birds serve as fastenings, and a cascade of pleats falls to the floor, gold to match the birds and the metal threads. The price of this is $165. Both the statue and the hostess gown are from Gump's of San Francisco, which you must know for its wealth of Oriental objects of art. It's really too saddening that this gown is the only one of its kind, but that's how life is, anyway.

TATSUO

And there are more birds on Lenthéric's latest offering, the "Birds in a Gilded Cage." These birds are small, coloured metallic ones which fly around a white box festooned with pastel-tinted ribbons and topped with a bouquet. Inside the box are three little bottles of perfume, "Tweed," "Miracle," and "Shanghai"—or "A Bientôt." All of these are now nesting happily in the Lenthéric salon, 761 Fifth Avenue, but are yours, if you like, on payment of $4.

From Pitt Petri, Incorporated, at 501 Madison Avenue, comes this windfall of gold-decorated plates. The rounded shell at the left, white, stippled with gilt, may be had for $21 a dozen. At the right, the more severe-looking leaf is golden-veined. $5 per leaf is the price for this; and at the top of the picture, the big fan-shaped shell plate, flecked with gold, costs $8.50.... There's also a most attractive line of bubbly Belgian glass here, at prices that are kind. Very pretty vases begin at $2.50 for a small one that is about six inches high. And there are many others to choose from, at similarly small prices.





BELT of the MONTH

REG. U. S. PAT. OFF.

A Schaffer ORIGINAL

SCHAFFER BELTS, Inc., New York

World's foremost manufacturer of quality belts for women

Supercale sheets and pillow cases make the Mark Hopkins beds superlatively comfortable

WAMSUTTA

Supercale Sheets*

REG. U.S. PAT. OFF.

WAMSUTTA MILLS, NEW BEDFORD, MASS.
Since 1846 — The Finest of Cottons

ANOTHER HOTEL "HAS TO HAVE WAMSUTTA"

HIGH on the crest of Nob Hill, towering over San Francisco's skyline, is one of the great hotels of the United States . . . the famous Mark Hopkins. There, for your most essential comfort, you will find Wamsutta *Supercale** sheets . . . giving your room another luxurious touch of home, serving as a reminder of the Mark Hopkins way of doing things.

"*Noblesse oblige,*" says Manager George D. Smith. "We really *have* to have Wamsutta *Supercale* sheets for our guests. They are the smoothest things there are to make a bed comfortable . . . and our experience with them has proved that they are remarkably long-wearing as well."

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

EDNA WOOLMAN CHASE
Editor-in-Chief of the three Vogues
Mehemed Fehmy Agha
Art Director

AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
Cables: Vonork, New York

STAFF EDITORS:
Jessica Daves, Managing Editor
Arthur Weiser, Art Editor

FASHIONS
Emmy Ives
Countess Willaumez
Bettina Wilson (Paris Office)
FINE ARTS: Frank Crowninshield
FEATURES: Allene Talmey
SOCIETY: Margaret Case
BEAUTY: Mab Wilson
Madeleine Darling
COPY: Marcelle McGuane
MERCHANDISE: Frederika Fox

FRENCH VOGUE
65 Ave. des Champs-Élysées, Paris
Michel de Brunhoff, Editor
Duchesse D'Ayen, Fashion Editor
Thomas Kernan, Managing Director

BRITISH VOGUE
1 New Bond St., London, W. 1.
Elizabeth Penrose, Editor
Madge Garland, Fashion Editor
Harry W. Yoxall, Managing Director

SUBSCRIPTIONS
For the United States, Possessions, Canada, and members of the Pan American Postal Union, $5 a year, $8 for two years, in advance. For all other countries, $2.50 additional per year to cover postage. Single copies, 35 cents.

CHANGE OF ADDRESS
Write to Greenwich, Connecticut. Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

COPYRIGHT
The entire contents of Vogue—text and illustrations—are protected by copyright in the United States and countries signatory to the Berne Convention and must not be reproduced without permission. Title Vogue registered in U. S. Patent Office. Vogue is manufactured in the U. S. A. by The Condé Nast Press

THE CONDÉ NAST PUBLICATIONS, Inc.
Executive and Publishing Offices, Greenwich, Conn.
Condé Nast, President
F. L. Wurzburg, Vice-President
W. E. Beckerle, Treasurer
M. E. Moore, Secretary
F. F. Soule, Business Manager

VOGUE

COPYRIGHT 1940, THE CONDÉ NAST PUBLICATIONS, INC.

INCORPORATING VANITY FAIR

APRIL 1, 1940

Shop-hound promises, 36–41
Vogue's-eye view, 45
"I do, I do, I do," 46–47
Imported from Paris, 48–57
Toscanini family portrait, 58–59
The fabulous Mrs. Lydig, 60–63
The Hon. and Mrs. James H. R. Cromwell, 64
People are talking about..., 65
Accessories in the news, 66–67
Not for April showers, 68–69
"The bride never looked lovelier," 70–71
When a man marries, 72–73
"Every stitch is French," 74–75
Clipper stop at Lisbon, 76–77
Young and beautiful, 78–79
Ballet factories, 80–81
The rustle of spring—taffeta, 82–83
Bride's arithmetic, 84–85
No margin for error, 86–87
High standards, low prices, 88–89
Whispers to a girl with nothing a year, 90–91
Under twenty, 92–93
Designs for dressmaking, 94–95
For the bride's linen-closet, 96
Discoveries in beauty, 98
Vogue covers the town, 126–127
Vogue's travelog, 24
The dog mode, 25–27
Gourmet's guide, 28
School directory, 29–33
Vogue's address book, 34–35

Among the year's romantic brides—this one in pale, pale blue tulle, with sequin stars. Saks-Fifth Avenue. Pink sapphire and rosée pearl necklace; Black, Starr and Frost-Gorham. Harriet Hubbard Ayer's "Ayer Clover" make-up. Cover by Milena

THE MOST EXQUISITE PERFUME

FLEURS DE ROCAILLE DE CARON

© 1940 Caron Corporation

Vogue's-eye view of no margin for error

no margin for error

WE turn over this issue to everybody who refuses to light a cigarette with flaming currency. Who agrees that something expensive may often be economical; something cheap often expensive. Who regards the dress that one buys and never wears as the costliest of them all.

We dedicate it to Incomes Unlimited—where mistakes may be Big ones and fatal to looks, even though not fatal to cheque-books.

...and to Incomes Limited—where mistakes may be crucial. See our portfolio on "No Margin for Error." Hear our Whispers to the Girl with Nothing a Year...our views on what you can reasonably save money on, and what you can't.

...and to busy people who have neither the time nor the money to waste.

...and to brides who have the smallest of all margins for error. For trousseaux and silver and linen may be the errors or the joys of a whole lifetime.

...and to grooms, the stance of whose Ascots may make or mar their whole nervous system.

...In short, to everybody whose way of living allows no margin for error. Everybody.

TONI FRISSELL

"The bride was a picture by Velasquez..."

I do... I do... I do...

...I do want a romantic wedding

Engrave yourself on every one's memory by being the Botticelli bride on our cover. Blue tulle with star sequins glimmering through filmy layers. A cluster of pink clovers in your hair and another in your hand. Reverse the usual procedure and put your bridesmaids in white, each carrying mauve-blue clovers. Or be a bride in beige ...preceded down the aisle by bridesmaids in deepening toast tones. All in pink hats, pink bouquets, pink gloves.

Obey tradition and wear white lace as the bride opposite—a veil like a mantilla, a bracelet-size crown on her head. It's an old Swedish custom—wearing tiny crowns on a bridal head. The peasants often wore myrtle ones. You might, too. Cling to sentiment and order Alix's dress on page 56 in white—with great pink satin hearts glinting through the skirt. And propose for your bridesmaids fragile bonbon-pink and pink tulle hats copied from the black ones Schiaparelli showed at her Openings.

...I do want something untraditional

Stay faithful to skull-caps even on your wedding-day. Have a pearl one set back on your head. One florist will do your bouquet to look very pearly—white orchids and violet intermingled with loops of pearls. Pin your veil in place with golden hairpins headed with fresh flowers. Say your vows in a veil scattered with golden bees and cornflowers (page 70).

Look like an Arabian Nights princess in the head-dress dangling pearls and clouded with aquamarine tulle—page 70. Carry a lace fan. Or wear, as one bride who held a prayer-book, a necklace and bracelet of close-clustered tuberoses. Let your bridesmaids carry a garland of violets, hyacinth, and freesia woven into a great chain. Or let a heart-shaped frame, planted thick with flowers, hang from their wrists.

...I do want a quiet wedding

And if you renounce all pageantry—you might marry in a stiff white or honey faille suit made with white or golden buttons and a gold belt for the skirt. With it, a white turban draped high on the back of the head, as Molyneux showed one. Fasten it with fresh flowers. You might wear that serene grey crêpe of Marcelle Dormoy's on page 52. And with it, by all means, one of the new posy crowns—straight on your head —behind your pompadour. Perhaps one with two big roses, as on page 51

...I do want to marry in a country church

Repeat your promises in starched piqué. White as the church. Its skirt full of petticoats and crinoline. Have your maids carry tiny, ruffled umbrellas with long handles, like modern shepherdess-crooks. Dress each one differently—white and cottony. Some with hem-ruffles. Some with bustles. Balenciaga made a white cotton piqué dress—heavenly for a wedding—with blue ribbons run through the shoulders and skirt, and tied a little platter hat under the bride's chin with a bow of veiling.

In the country, you might even have a long shirt-waist dress made of white pleated chiffon...worn with a huge white hat. If you choose organdie, have your maids in flowered organdie—the same print in different shades. (Continued on page 128)

OPPOSITE: She is the bride of legend. Her arms are covered. Her shoulders half bare. Her stiff taffeta skirt and snug bodice—very Velasquez—is veiled in ivory lace. Her bridal veil is surmounted with a tiny golden crown. And in her hands—a prayer-book. Mabel McIlvain Downs wedding-dress

Imported from Paris:

Dinner-hour drama

Balenciaga's pendant sequins trembling on the upper half of a blue crêpe dress. Henri Bendel

Chaumont – a new couturier once with Vionnet – embroiders silver beads on white chiffon. Bergdorf Goodman

Alix's indecipherable drapery on a long-sleeved dinner-dress of white silk jersey. Bonwit Teller

Alix's arresting contrast in a pink and black jersey dress with a trailing sash. Saks-Fifth Avenue

Imported from Paris: POSY CROWNS

More Like Crowns Than Hats...
Paris' newest idea. Little crowns of flowers. Located far back on your hair. Not tilted at all. Set as decorously as Queen Alexandra set hers. They plead for a pompadour. Or for curls coaxed over the brow. But they're equally becoming to long hair. Agnès did this—rose-printed challis with one lone rose. Molyneux's blue suit. Imported by Hattie Carnegie

HORST

FOR POMPADOURS

Miss Constance Bennett...

Back in New York after touring in a revival of Noel Coward's "Easy Virtue"—put on her soignée coiffure one of the new flower crowns. And never looked more attractive. It's Maria Guy's straw hat almost hidden under a giant pink silk rose. Observe how she wears it—how far back on her head, how straight. Bergdorf Goodman imported this

Imported from Paris

FOR AMERICAN DAYS

Marcelle Dormoy's taffeta sash, red-and-white, on a silk faille dress. Molyneux pill-box. Imported by Saks-Fifth Avenue, New York, Chicago. W. and J. Sloane chair

Balenciaga's butterfly print—lacy black butterflies hovering on a white silk crêpe ground; butterflies at the neck. Pale grey felt hat with feather wings. Both; Henri Bendel

Marcelle Dormoy's smocked dress of grey silk-and-cotton jersey, the smocking at the front of the waist. Suzy's black straw hat with a huge rose. Imported by Jay-Thorpe

Maggy Rouff's blue suède sash, wide and supple, at the waist of her intricately draped black silk crêpe dress. Blue straw hat with feather pompons. Both at Henri Bendel

HORST

Marcelle Dormoy's braid-bound suit of navy-blue wool, worn with a pink-and-white pin-dot satin blouse. Pink straw hat with hyacinths. Jay-Thorpe

Lanvin's full, full dress of black silk jersey, its voluminous folds belted in at the waist, with Reboux's red silk Scotch cap. Both imported by Henri Bendel

Paquin's checked taffeta dress, in blue-and-white, young and seemingly ingenuous. Talbot hat with a pink bow. Imported by Saks-Fifth Avenue, New York; Chicago

Jewels on both pages are from Trabert and Hoeffer-Mauboussin

Imported from Belgium

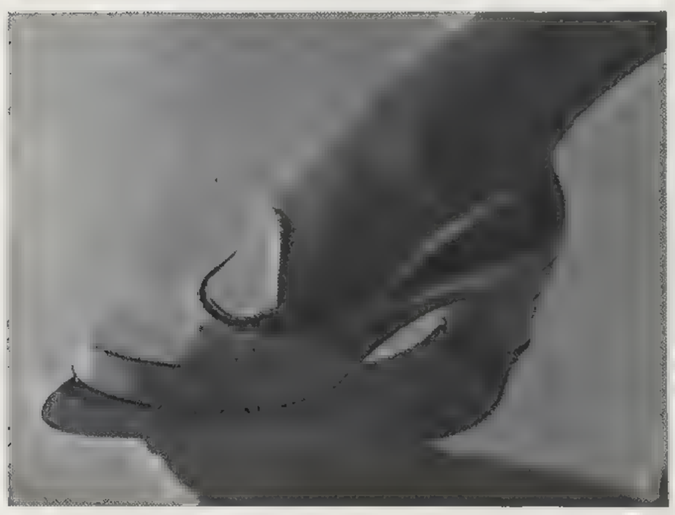
ANDRÉ DURST

Made in Belgium, made on American lasts, made by hand of extraordinarily light leathers—the DeBusschère shoes on this page. Above, one of blue llama

Fine black lizard is one of the smartest choices for a spring suit shoe—this one of baby French lizard is combined with box-calf, the toe slightly square

White llama and black lizard are both more supple than you can believe in this classic shoe for summer walking, with a solid leather Cuban heel

A new high vamp, a slightly lifted sole of lizard, and a lizard heel on a tan baby box-calf walking shoe. All made by hand and superbly comfortable



Half white crêpe de Chine, half gold kid is this dinner opera-pump, especially comfortable in cut.... All shoes on this page are imported by Henri Bendel

Victorian Plaid →

Piguet likes the large, lavish plaids that flourished in the time of Victoria. Americans will like them, too. Plaid tie-silk makes this dress, with a hip-yoke that curves up to tie in a huge bow, a skirt lifted in back to show the heels. Bergdorf Goodman

Imported from Paris:
Piguet's
Victorian
Plaid

ALIX'S HEARTS—tender pink ones glimmering through a black silk organdie overskirt, echoing the pink of the silk organdie bodice. Perfect dress to wear on a moony spring night. (Imported by Hattie Carnegie)

Imported from Paris:

Hearts and Flowers

PAQUIN'S FLOWERS—riotous red and blue ones printed in rows on thin tissue-paper taffeta. A schoolgirl bodice flows into a full skirt stiffened by a whispering taffeta petticoat. (Imported by Henri Bendel)

HORST

ARTURO TOSCANINI, greatest conductor of his time, sits for his first colour photograph

TOSCANINI FAMILY PORTRAIT

Four members of a devoted, typically Italian family

ARTURO TOSCANINI, first among modern conductors, is the head of a clannishly devoted family. Like most Italian families, it is articulate as well as affectionate. At parties, they sit together, roaring with laughter over family jokes; when one of their daughters, Mrs. Vladimir Horowitz, goes with her husband, the great pianist, and their child, Sonia, to visit her parents in their big house on the Hudson, the typically American house becomes an Italian villa, full of life and gaiety—electric and warm. (There are two other children: another daughter, the Countess Castelbarco, who lives in Venice; and a son, Walther, who lives in Philadelphia.)

The core of this busy house is Signora Toscanini. Enthusiastic, loving hordes of guests, she is both extremely simple and extremely shrewd, full of housewifely practicality. Wherever they may be living, she finds a cook, wise about Italian food—a delight to their friends, but not to Signor Toscanini. He never notices any food but soup and bread, eaten absent-mindedly, with red wine.

This absent-mindedness of his is as positive as his fierce concentration. He sees only what he likes to see. And what he likes are vigorous things. Dialogue, especially smart wisecracking, bores him. Great reputations do not impress him. He has the candid, artless directness of his granddaughter, the sharp fastidiousness of his daughter, Mrs. Horowitz.

Mrs. Horowitz is very like her father. Like him, she is extremely musical. Like him, she has an acute and delicate critical sense. And from him, she has inherited her fine look of race.

Her daughter, Sonia, five years old, with dark curly hair, is the pet of her grandfather. Speaking French, Italian, and English, she takes piano-lessons from a Russian, dancing-lessons at a school, and lessons in conducting from Toscanini.

Not long ago, she posed for colour photographs, which her grandfather so loved that he had them made into a lamp-shade. This he carries from place to place, from the piano, to the bedroom, to the reading-table. For him, the pictures of the smiling little girl, sitting on the floor with her legs straight out before her, with the same open expression as in the photograph below, have a quality of truth, vigour, and vitality. Toscanini likes them.

MRS. HOROWITZ AND HER DAUGHTER, SONIA

SIGNORA TOSCANINI, A BELOVED MATRIARCH

Boldini's romantic portrait of Rita de Acosta Lydig

The fabulous Mrs. Lydig

A romantic figure in New York, before the World War, whose remarkable costumes are now being exhibited at The Museum of Costume Art

BY FRANK CROWNINSHIELD

IT is fantastic that a mere showing of some of Rita de Acosta Lydig's costumes, incredible as they certainly are, has aroused so great an interest in New York that her vivid figure—vanished these many years—should have emerged, as an appealing apparition, from the shadows of a bygone day.

But it was certain that the current exhibit would give rise to fresh discussions of her life, her nature as a woman, and her position in New York's fashionable world, subjects upon which many romantic and persistent sagas were elaborately built.

There was much in Mrs. Philip Lydig, during the first fifteen years of the century, to arouse discussion and conjecture, combining as she did the elegance of an Edwardian with the extravagance of a Medici, and the vagaries of a butterfly with the fervour of an *exaltée*. She appeared, too, as a creature who seemed to impart a kind of style, or individual cachet, to everything she did. When she moved across a ballroom floor, in her dress of black velvet, which so admirably set off her rounded arms and neck, she seemed a figure of another world. One sensed that only a fluid and lyrical spirit could set in play such undulating, almost panther-like movements. (It was during an entrée of that sort that John Sargent, marvelling at her magnolia-white skin and the rhythm of her carriage, confessed to Stanford White that what they were seeing was "Art in its living form.")

Seeing her, on a Monday evening, in her box at the Metropolitan (occupying, of course, its largest loge and the one nearest the stage), exhibiting, a little artfully, her fabulous back, and surrounded by such diplomats, artists, and notables as were in vogue at the time, it was difficult to believe that any other woman would ever, in those red and serried boxes, be so arresting or so magical.

There were many reasons why, for more than a decade, she remained so marked a personality in the life of New York. Those reasons stemmed, for example, from the precision of her tastes; her profound interest in all the arts; her patently Spanish origin; her colourful life in Paris; her marriages and romances; her incredible generosity, and the mocking nature of her wit. But there were also, on the side of her outward appearance only, her profuse black hair, profound brown eyes, full and expressive lips; dead-white skin, pointed chin, and daring *décolletage*—the first of its revelatory order to be seen in New York.

But here, for those who never saw her in life, it should briefly be explained that she was born in Madrid; that her parents were Spanish residents of New York; that she was the oldest of four sisters; spent most of her childhood in New York, save for a year in a French convent; and married, at eighteen, William Earl Dodge Stokes, a New Yorker of great means, who was twenty years her senior. Later, in 1902, as she was approaching thirty, she married Captain Philip Lydig, a Rough Rider in the Spanish War, whose looks, popularity, family, and position were of an unquestioned order. Both of her marriages were terminated by divorce. She lived a little in Paris, paid occasional visits to Russia and Spain, but spent most of her life in New York; always in the milieu of opulent, not to say extravagant, fashion. She died on October 19, 1929. During her last twelve years she appeared but little in the so-called world.

As regards the single matter of her wardrobes, her costumes, in the amazing exhibit at the Museum give us only a partial picture

Mrs. Lydig, photographed by Genthe, in her Persian trousers and one of her eighty-seven coats. Left: her portrait by Helleu

of the variety of her clothes or the fastidiousness of her personal taste. Taking one item only—her shoes; which were always a fetish with her. What are we to think of a woman who left more than a hundred and fifty pairs of shoes? But that is not all. Every shoe, every slipper, was the creation of Yanturni, the Curator of historical shoes at the Cluny Museum in Paris. They were really works of art, and were carried about in trunks of Russian leather; twelve pairs, exactly, to a trunk; every trunk lined with white plush velvet; every pair in a niched division; with a number and a little bag for each; all the shoes on carefully carved trees; every tree (in order to render it less heavy) made of violin wood, with the name *Rita* incised upon its top. Many of the shoes had never been worn. Most of them were made of ancient, even historical velvets, satins, silks, and laces. Some of the velours date from the sixteenth century; some are so ancient that they have greatly thinned down in the passing of the centuries.

But it was not only because of her singularities of dress that people in New York, during Mrs. Lydig's heyday, seemed never tired of discussing her. If, in such discussions, they often misjudged her or misunderstood her motives and impulses, it was perhaps because, being two people, she was destined to live two distinct and conflicting lives.

In one of those rôles, the one which she enacted against the backdrop of fashionable society, she first appeared as a daring and accomplished horsewoman, who bred her horses in Kentucky, drove her four-in-hand in New York (Continued on page 106)

Above: her portrait by Zuloaga. Left: an earlier Helleu drawing showing her famous décolletage

Mrs. Lydig's wardrobe at the Museum of Costume Art

Some of her extravagances: Chantilly lace mantilla; embroidered shoes; Spanish fan; black diamond pendant; Binche lace handkerchief; Cartier umbrella, with diamond-topped platinum shaft

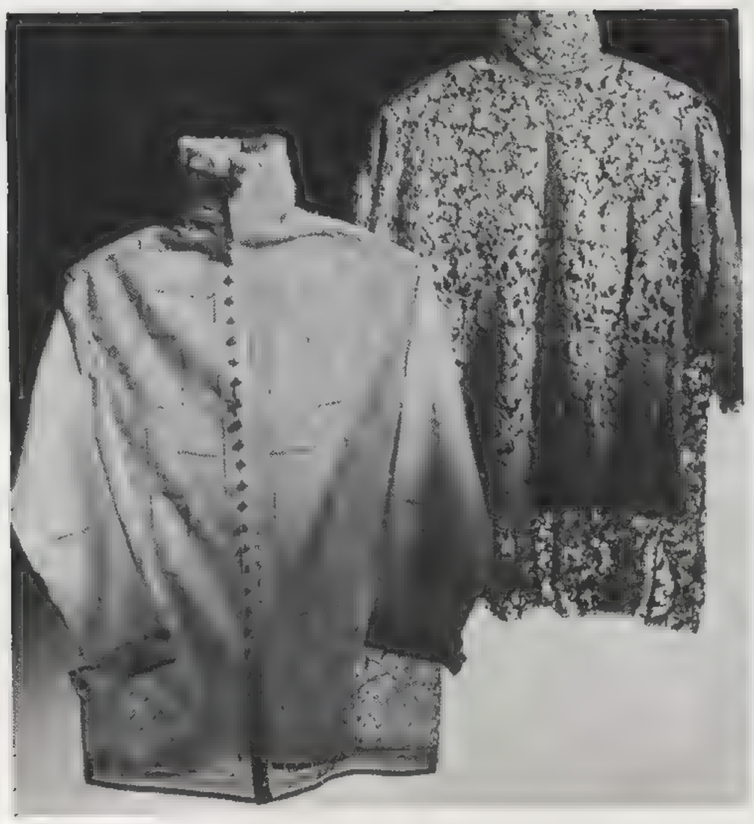
NYHOLM

Her lingerie, of incredibly fine French mull. A chemise, edged with a foot of Valenciennes and Milanese laces; a night-dress with lace and, on the bosom, a plump, embroidered cupid in a garland of flowers

Her cross of Calatrava, a family jewel since 1240, owned now by Miss Mercedes de Acosta

NYHOLM

Three of her Russian leather shoe-trunks, lined with white Italian plush velvet; thirty-six of her hundred and fifty pairs of shoes, some of antique velvet and lace, some of damask and embroidery, all with exaggerated Louis-Quinze heels and long, pencil-pointed toes



Two of her forty-eight swan-necked blouses. Left, hand-drawn linen and Binche lace; right, a blouse entirely of Venetian lace

Matching coat, bag and slippers of damask and Mezzopunto lace, worn with Persian trousers—even at dinners or balls—during her last years

One of the seventeen lace skirts she wore in the mornings in her boudoir; this one a magnificent example of Brussels and rose-point

TONI FRISSELL

The Hon. and Mrs. James H. R. Cromwell

New Minister to Canada and his wife

The new United States Minister to Canada and Mrs. Cromwell, the former Doris Duke, are photographed here on a skiing visit to Mont Tremblant, the newest ski-village in Canada. Deep in the Laurentian Mountains, Mont Tremblant has spring skiing, a 4,900-foot ski-lift, and upper slopes magnificently dangerous. Since Mr. Cromwell's appointment in January, he and Mrs. Cromwell have been living in Ottawa, but Mrs. Cromwell has spent several weeks at Mont Tremblant, devoted to skiing, one of her two favourite sports.

People are talking about...

THE presidential candidates, with every one a self-appointed prognosticator, analysing the chances of Dewey, taking sides on the values of his youth, discussing the newest pictures of him, which seem to be put out by the Democrats in a smearing campaign—Dewey in a cowboy hat three sizes too big for him, grasping some fantastic present from a member of the delighted electorate....

People are talking about...The flop of Woollcott acting himself in "The Man Who Came to Dinner".... The Finns.... The stories of Mr. 'Iggins of 'Ighgate, told by Pat O'Malley, on Alec Templeton's radio program....

People are talking about...The one-two jab dialogue of "The Fifth Column," the exciting knock-out drop play about the Spanish Loyalists' spy system, written by Ernest Hemingway and Benjamin Glazer. They gave Franchot Tone and Lee Cobb their chances at last to act from the bone out, to give performances that have a hard-cut brilliance. Mixed in with the overwhelming masculinity of Hemingway, there is a curious undertone of hysteria that comes through magnificently.

People are talking about...The World's Fair, and the explicable change in its tone towards the public, for somehow the notion has crept in that a mass production can not afford to snoot the public.... John Buckmaster, the young son of Gladys Cooper, who is poking fun and mimicking in a divine, fresh way, at the Algonquin.... The W.P.A. orchestra, which started in a high-school auditorium and now sometimes plays at the Metropolitan Opera House to enchanted music-lovers.

People are talking about...The sinister and technically beautiful juxtaposition of locomotives and humans in the new French movie, made from Emile Zola's *The Human Beast*, the train rushing endlessly down a curved, tree-lined track—and finally the disaster that comes, not to the engine, but despairingly to the humans.

People are talking about...The horrid crash of Dorothy Thompson's play, "Another Sun," written out of a profound ignorance of playwriting.... Horowitz, whose fantastic virtuosity at the piano has increased in the five years since he played in this country—now he plays with convulsive sweeps of energy, mustered with electrifying tension.

People are talking about...The wonderful chef in New York's Chinatown, who apparently alone in this country possesses the true culinary secret of making the paper-crisp Peking Duck. (He pounds the breast of chicken into white velvet and then shoots in herbs.)... The appearance of World War I. legends in World War II.... The lovely production of "Figaro" at the Metropolitan, the delight of the performances by Pinza, Sayao, and Novotna, and the disdain of the critics who quoted Grove's *Dictionary of Music* to each other.

People are talking about...The comic suppleness of the counterpoint acting of Sara Allgood and Barry Fitzgerald, in "Juno and the Paycock"—their acting has rounded, delicious form, their Irishness is as accurately worked out as logarithm tables.... The visit of Sumner Welles to the chancelleries of Europe....

People are talking about...The new pet, coatimondi, an adorable jungle animal, with a coat like rubbed mahogany.... The superb acting of Edward G. Robinson, in "The Story of Dr. Ehrlich's Magic Bullet." ...The pleasantness of having Louisiana back on the right side of the political fence, with a new reform governor.... The new American conductor, thirty-two-year-old Edwin McArthur, who has conducted the Philadelphia Orchestra when Flagstad was soloist, and who is conducting the Metropolitan's "Tristan und Isolde" performance in Boston.

People are talking about...The sudden close importance of the round stamp, "Passed by the Censor".... The new game, "Battleship," a cockeyed offspring of crossword puzzles and the war.... Hamburgers soaked with Burgundy.... The new case history of America, "*The Good Old Days*" by David Cohn.

People are talking about...The new gay radio program of Ilka Chase's, on Saturday afternoons—she talks about everything, fashions and plays and life and parties, introduces interesting women, and then talks about them—it all comes out bright and informal, with none of that horror of the script-writing machines, probably because she writes what she says herself.

People are talking about...The revival of "Liliom," with Burgess Meredith as the cocky little Liliom, with the innocent-faced Ingrid Bergman as Julie, the little servant-girl, and with Elia Kazan, that violent short reed of a man, as Sparrow. (Kazan first broke up the critics when he played the brother of the famous Lefty in "Waiting for Lefty.")

People are talking about...Richard Wright, the Negro writer, who wrote *Native Son*, putting down quite simply, but explosively, the sullen mulling that brings on the criminal flash, telling quite differently the old story of a Negro twisted into murdering.... The thirty-five hundred who are going to the Ball for Allied Relief at the Hotel Astor on May tenth.... Bock beer.

People are talking about...Europe's seven million conquered, starving, destitute.... Confucius Say.... The new movie, "Rebecca."... The fantasy of the financial combinations of the "Gone with the Wind" grosses—by now it has, in that classic phrase, "Riz the Biz" in hundreds of movie houses.

ACCESSORIES IN THE NEWS

Spring bibelots, pretty or practical, to satisfy your urge for "something new"

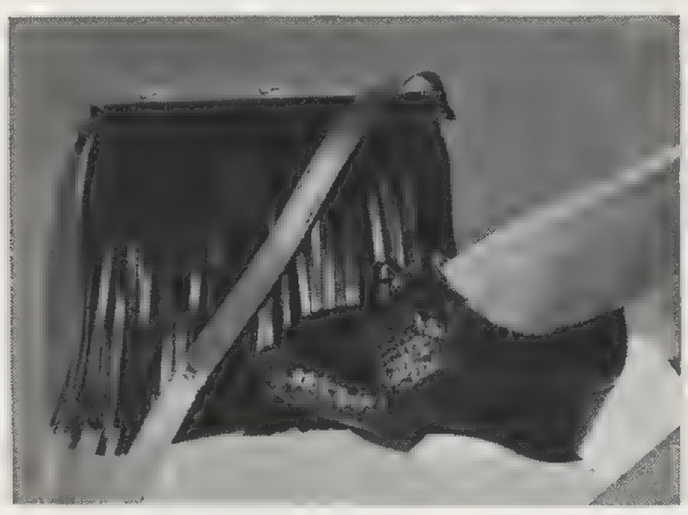
To our knowledge, the Largest Compact. Complete with panoramic mirror, Gargantuan eiderdown puff. By Volupté. Saks-Fifth Avenue

VOGUE STUDIOS—BAKER

A circling spray of lily-of-the-valley—for bridesmaids' heads, perhaps. By Kottmiller, the florist. Werner coiffure

Blow out the candle, which is, of course, no candle at all, but Schiaparelli's new "Sleeping" perfume, warm, dreamy, for after dark

Aris makes for Peggy Sage gloves with pointed finger-tips for long, pointed nails; Lord and Taylor

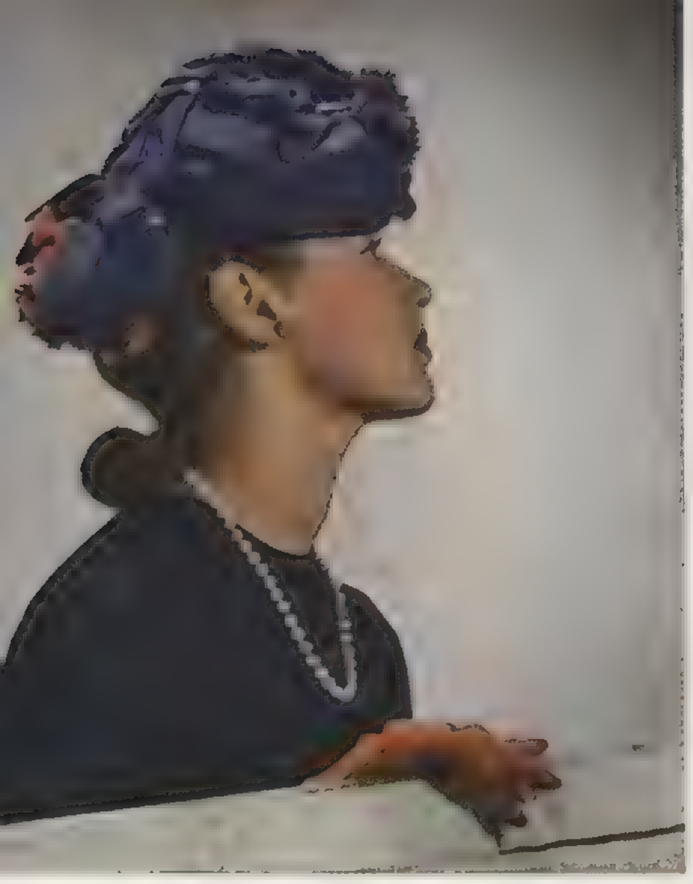


Padova's new bootie with a lift, of snakeskin and patent leather. Fringed bag of box-calf. Saks-Fifth Avenue

It's the colour that flashes from the cover of "Life" magazine. Now beauty and fashion borrow it. "Life Red" is Helena Rubinstein's lipstick. The same red—the wool chinchilla coat, cap, rayon blouse. It's wonderful with beige. Forstmann's wool suit, crocodile bag. Bonwit Teller; I. Magnin; Neiman-Marcus

Life Red

from Life's red cover
to Life Red lipstick
and these Life Red clothes



CORNFLOWERS AND POPPIES cluster on a Legroux taffeta toque. Florence Reichman

VIOLETS AND ROSES on Maria Guy's toque. Bergdorf Goodman. Necklace from Olga Tritt

BLUE HYACINTHS on Hattie Carnegie's straw hat. Black, Starr and Frost-Gorham jewels

A VELVET ROSE on Sally Victor's cart-wheel. Gold clips by Black, Starr and Frost-Gorham

HONEYSUCKLE on a white grosgrain pill-box; Henri Bendel. Emeralds and pearls; from Black, Starr and Frost-Gorham

HORST

MORNING-GLORIES wreathed in your hair, tied with a blue velvet ribbon. Lilly Daché

Gloves on both pages by Aris; from Altman; Marshall Field

Not for

A NOSEGAY AND FEATHERS on Sally Victor's straw hat. Amber jewellery from Olga Tritt

GAY PLAID for a surah hat with a piratical tilt and open crown and ends. Saks-Fifth Avenue

GERANIUMS, LILACS, VIOLETS and a big bow of velvet on Rose Valois' hat; I. Magnin

A QUILL LIKE AN EXCLAMATION-POINT on a piqué fedora with a straw underbrim. Milgrim has this. Barbara Gould's "Skylark" lipstick

A GREAT CABBAGE-ROSE on Rose Descat's shiny sailor; I. Magnin. Olga Tritt jewellery

ONE ROSE on a veiled straw pill-box. John-Frederics. Black, Starr, Frost-Gorham jewels

April showers

" On her head the bride wore . . . "

"The bride never looked lovelier . . ."

Herein is additional insurance for keeping up the altar-rail standard of beauty

AS you walk down the aisle, your face misted in your white veil, which gives your skin an ethereal porcelain patina and your eyes a not strictly truthful depth and brilliance, you are setting yourself a standard of beauty which will take some effort to maintain. For beauty that doesn't grow more, grows less, and you'll have to move on to newer and brighter beauties to keep up the pace. To be content to remain forever imprinted on his heart as a photographic bride in cream satin, lace, and orchids is an impoverished ambition. His heart should be printed daily—like a newspaper.

But, set as exalted a beauty standard as you can for your wedding-day. Be your own dream of yourself—as calm and lovely and fragrant as a Graustarkian princess. If you're to be married at four, *don't* get up till eleven. If you wake up early, and you well may, brush your teeth, and drink your lemon-and-water if you like, but tumble back into bed. The bolster of a few hours additional rest will keep any strain lines out of your face.

Eat a light breakfast, for nervousness may interfere with your digestion, and we know of more than one bride who burst out in hives that even panchromatic make-up wouldn't hide. If you're a frightfully high-strung girl, a half-hour of quiet massage is a nerve-soothing luxury. Take a tepid bath, and take it slowly. As the object is to keep you calm and serene, give yourself a mild masque before you get into your clothes. If it does nothing more, it will at least keep you quiet for another twenty minutes.

Put on your basic make-up *before* you have your hair arranged or your nails done. Use a liquid powder foundation, or perhaps one of those semi-panchromatic ones. And as we assume you are wearing white, use a light colour. Keep your powder light, too, and your rouge a mere flush of pastel. It may look pale to you, but, once the ceremony is over, your natural colour will return, and there should be no visible conflict.

Even if you are a dark lipstick addict, don't wear it against a background of lace and tulle. Your mouth will look hard and sore. Use a light blush rose and, even then, powder gently over your lips, so that the line between rouge and flesh is not too sharp. Besides, the powder will "set" your rouge. Use blush rose polish, too, for against the white of your sleeve, very dark polish somehow manages to make your hands look grimy.

Unless your eyelashes are really sandy, forgo mascara. That, too, would be too sharp a contrast. Use oil on both lids and lashes, if you like, and a hint of violet or blue eye-shadow. When your face is completely made up wring out a pad of cotton soaked in skin freshener or water, and set your make-up by pressing it gently.

When you go to your hair-dresser to have your wedding coiffure planned, either take him a sketch of your head-dress, or make arrangements for him to go to the shop or dressmaker's to look at it. Also (to avoid tonsorial shambles), take him your going-away hat. Then he can create a coiffure for you that will go with both veil and hat.

Remember to walk with your chest up as you go up the aisle. Nothing will show off your small waist so well. Remember to hold your flowers low. Remember to take three deep breaths just before you start—it will keep your knees from wobbling. Remember to "lift your head behind your ears," even if you are looking down; it accentuates that long, slender-throated look.

Because it is profoundly important (for psychological, as well as optical reasons) to keep up your standard of beauty after you're married, we are listing some sound, workable suggestions on page 110—strictly for the just-marrieds, little tricks of make-up that he can only admire, but not detect. Bits and pieces about masques and facials and make-up. Because we know that a young married woman must consider space, time, and money, we have done so also.

Beauty is a secret. Keep it so. The average young male finds the fabrication of beauty either ludicrous, distasteful, or demeaning. Never let him see you doing ridiculous-looking exercises, or in a masque. Never tell him you have a broken fingernail, or gained four pounds, or can't do a thing with your hair. Reserve these woes for your feminine companions who will understand.

Protect him from the frightening Facts of Beauty. And remember, too, on those hectic days when your best beauty intentions have to go by the board in the face of more important things, that, after all, he really loves you for a kind of beauty that neither the eye nor the mirror reveals.

OPPOSITE: Three brides who will cap the climax in head-dresses vaguely like Arabian Nights princesses.

First: an airy bonnet of cornflowers—over an organdie mesh veil scattered with flowers and gold bees; John-Frederics

Second: a shallow beret of pearls like a crown set straight on the head; Henri Bendel

Third: a faintly Oriental head-dress dripping pearls and aquamarine net; Lilly Daché

ANDRÉ DE DIÈNES

Tying the wedding knot

This is a classic moment—the Tying of the Ascot, by the famous Mr. Dick Otto of Brooks Brothers. In the past twenty-eight years, Mr. Otto has tied literally hundreds of wedding Ascots, from Wilmington to Bar Harbor. And though the bridegroom's hand may falter—Mr. Otto's, never

WHEN A MAN MARRIES

Notes for bridegrooms on vital matters from Ascots to spats

THAT the Bride's Day is also the Groom's Day may, from time to time, slip your preoccupied mind. You're so in a whirl, so concerned with your wedding costume, your trousseau. Perhaps it doesn't occur to you that the groom, in his quiet way, may be concerned with *his* wedding costume and *his* trousseau. More concerned than he will admit. More baffled than he will own.

Though he may have been best man a dozen times, usher a dozen more, the man of your choice faces a new situation when he becomes groom. For once, he's in sole command. Not only is it his privilege to say what will be worn by the masculine contingent—it's his bounden duty. Maybe he's not sure what to say. In that case, you might leave this article lying about in some inconspicuous place, like the middle of the floor, or hanging from the ceiling.

Generally the groom and the men of the wedding-party will wear morning clothes, the coat colloquially known as a cutaway. This is correct whether the bride wears a dress with a train an aisle long, or whether she's in a street-length crêpe dress. His coat, dark grey or black, should be cut so that the tails are narrow and stay close to the legs. The striped trousers should be light-coloured enough to contrast with the coat. (It's not necessary that all trousers of the men in the wedding-party be striped identically—in fact, it looks better when they're not.)

If the wedding is less formal, the groom and ushers may wear Oxford-grey or black single- or double-breasted sack coats with striped trousers. The groom, being first in importance, at least among the men, is differentiated from the best man. The best man is differentiated from the ushers. Hence, while the groom may wear a biscuit-coloured, double-breasted waistcoat, the best man wears a grey one. The ushers' may also be grey, or—if it's a summer wedding—white.

Various combinations of collar and tie are ethical. Usually the groom wears a wing collar and an Ascot tie—on the opposite page, you see this important item being adjusted by the traditional Mr. Otto of Brooks Brothers. The Ascot is pinned with a nice pin, preferably a pearl one. The best man may wear a wing or turned-down collar with a bow tie, but never, no never, an Ascot with a turned-down collar. Too Fancy-Dan. The ushers may wear bow ties with a different type of collar from the best man, or four-in-hand ties with turned-down collars. This last is quite popular, as four-in-hands are easily manipulated by the unsteady hands ushers are known to have following a bachelor dinner. Ties, incidentally, should be a mixture of grey, black, or white, but nothing sombre-looking. Neither should they be shiny, satiny, and bridal.

Decorating his lapel, the bridegroom wears a sprig of the bride's bouquet—lily-of-the-valley, perhaps, or a gardenia, or bouvardia. Never orange-blossoms—tradition reserves these to the bride. The best man's boutonnière could be a small yellow or green orchid, a dark red carnation, or blue bachelor's buttons. The ushers' boutonnières are all alike, but different from the best man's. The polls say the vote goes to the orchid for the best man, and bachelor buttons or red carnations for the ushers.

Although some bridegrooms don't feel legally married unless married in spats, spats more often than not are omitted these days. Black patent leather shoes are still looked upon with greatest favour, though some bridegrooms like plain black calf shoes polished to a mirror gloss. Patent leather or calf shoes should have toe-caps. As for socks—black silk ones.

First choice for gloves is natural chamois ones, with pearl-grey gloves a close second. They can be buttoned or pull-on—the former fit more neatly—, but this is one more thing for the groom to decide.

The entire wedding-party wear glossy silk hats—opera-hats are outside the pale of correct wedding raiment. (If the men wear less formal sack morning coats, they should wear Hombergs, never a silk hat.) Sticks may be carried, especially if the men are going to walk over to the church or chapel. Overcoats, weather requiring, should be black or grey with silk lapels, or Melton Chesterfields with velvet collars. The dark blue overcoat should not be worn with morning clothes.

Since the bridegroom gives the orders, he must provide anything that he thinks necessary to ensure a certain degree of uniformity. This usually means whatever he decides on in the way of collar, tie, waistcoat, and gloves, as well as boutonnières. Sticks are often given as presents to all ushers. Such a gesture also ensures a good effect in the wedding-party photograph.

Come summer and informal country or garden weddings, the bridegroom may put himself and all his attendants into dark blue coats and white flannels, or white linen suits. These are uniform for bridegroom, best man, and ushers, and all of them wear turned-down collars and four-in-hands. The four-in-hands and the boutonnières should be the only differentiation.

And now, we hand your bridegroom back. We wanted to be sure he'd do justice to you.

"Every stitch is French"

Importations from Paris
intended for a trousseau
or for any spring wardrobe

CREED'S PATCH POCKETS on a neat plaid wool dress. Imported by Bonwit Teller

CREED'S SUIT—if you marry in haste. Blue wool, blue-and-white tie-silk blouse. Yrande's piqué hat. Suit imported by Bonwit Teller. Boucheron jewels

LELONG'S NEW JABOT—on a dress of dotted black chiffon and white organdie. Imported by Bergdorf Goodman

PATOU'S DRESS—for your first dinners. Blue-and-white silk crêpe, and such a long, moulded torso. Imported by Macy's

PAQUIN'S LACE SHAWL—to add romance to a blue chiffon dress with a lace bodice lined with pink. Imported by Milgrim. Jewels are from Mauboussin

HITROVO'S BRIDAL NEGLIGE and gown of white silk chiffon, all lace, pleats, pink appliqué, allure. Imported by Saks-Fifth Avenue

AGNETA FISCHER

WORTH SUIT—to live happily in. Black wool, white piqué revers. Imported by Henri Bendel

BALENCIAGA'S BROWN MUSLIN strewn with roses. For a bride or any one who likes to look appealing. Imported by Hattie Carnegie

LELONG'S GOING-AWAY COAT, of mixed tweed, with rounded pockets. Lord and Taylor; Marshall Field

BALENCIAGA'S CHOCOLATE LINEN—a new pale chocolate shade with a peacock-blue leather belt in contrast. Imported by Altman; Marshall Field

GERMAINE LECOMTE'S BOLERO and a dress of blue-and-white print. Imported by Jay-Thorpe

MARCELLE DORMOY'S DAISIES on a superbly cut dress of silk crêpe. Talbot's off-the-face straw hat. Dress: Milgrim; and Marshall Field

PIGUET'S BLACK FAILLE DRESS. Proposal for trousseau or young wardrobe. Imported by Altman

PEASANT GIRLS GOING TO MARKET IN LISBON

CLIPPER STOP AT LISBON

Transatlantic flying travellers rediscover the lure of Portuguese towns

AN unexpectedly busy port in the world to-day lies just below a hook of land half-way down the left profile of Portugal. For Lisbon, clean, beautiful, and at peace, is now the European stopping-place of the *Atlantic Clipper*. There, war-time journalists, diplomats, and the American buyers who go to Paris are discovering a new country.

Lisbon, shining in the subtropical sun, is a pattern of black on white, with sidewalks of baroque marble mosaic. The thin, sunny air is filled with the high, ceaseless murmur of many bells.

Much of the town's visible life goes on in the huge cafés, bright with chromium and red plastic furniture, where the men of Lisbon sit for hours drinking delicious, very black coffee. Lisbon has no night-clubs, but there are continual street fairs, with as many shooting-galleries, fortune-tellers, and shrilling calliopes as any American county fair. This summer, there will be festivals marking the eight hundredth anniversary of the town's deliverance from the Moors.

At Belem, one of the suburbs which trail away from Lisbon like the hem of a gown, is the Hieronymite abbey, a fourteenth-century church and cloister, which are among the great documents of Gothic art, mysterious and wonderful as Chartres. The lovely old grey church of Bom Jesus do Monte (opposite), with its zigzag steps and pierced turrets, is at Braga, in the far north of the country, where, every year at Easter, the peasants come on a pilgrimage.

Clipper passengers who stay over in Lisbon may trace the coast by motor or by train. Along the wide roads, barefoot women drive small oxen with tilted, lascivious eyes, to the market; for half of rural Portugal seems to live by selling oxen to the other half. In every town, there is a market that is, as well, a social centre—combining the features of a Ladies' Aid Society in an American small town, Macy's January sales, and a family reunion.

In the fishing villages along the coast, the men go out each day in their square-sterned black boats, to drop their weighted nets for sardines in the quiet ocean swells. The fishermen and their wives wear clothes of a grey-and-red plaid; the men in kilted-up trousers, the women with flat-crowned hats and black shawls slung over their heads.

The farmers and fishermen of Portugal live an incurious, satisfied life, insulated against the world by a layer of happy preoccupation. With the coming of the silver *Clippers*, however, the world may be returning to Portugal, whose men once set out to find the world.

ANDRÉ DE DIÈNES

LISBON'S FAMOUS MOSAIC SIDEWALKS

THE MAGNIFICENT PORTUGUESE CHURCH AT BRAGA FAMED FOR ITS EASTER MASS

Young and beautiful

Joan Bennett

In "House Across the Bay," her current picture, she is still brunette and lovely, instead of blond and lovely. Here she is wearing filmy white, frothily trimmed in ostrich, and with it, ostrich plumes in her hair. She wears this dress in "House Across the Bay"

Ilona Massey

In "Balalaika," she matched her snow-and-starlight blond beauty with a voice as true as a silver bell. Here she wears grey taffeta, full-skirted, with a bodice of écru net. The belt of the dress is bright red, and the net of the bodice is embroidered with fluffy dots

HORST

Anita Louise

On a personal appearance tour at present, she will soon take her fragile, Dresden-china charm back to the screen. Here she is wearing a Germaine Monteil dress of black net, deceptively demure with its little convent-girl collar and cuffs of white linen

BALLET

ONE night seven years ago, Mr. Sol Hurok, impresario, brought to the St. James Theatre in New York a company of dancers known to him and to the audience that night —but, it soon turned out, to nobody else in town—as "Colonel V. de Basil's Ballet Russe de Monte Carlo."

Nobody else had heard of these young dancers, nor cared, nor—and this really hurt—suffered a box-office hankering to meet them. Not at $4.40. Worn costumes, faded sets, wildly painted make-ups: stylized eyes, shining red mouths on the men, even. Crazy names with no precedent for their pronunciation. No rhinestones, no black-outs. Pretty dancing—but all the time, not just as a build-up for the hard stuff. Indeed, no hard stuff at all. No back-bends, no flips, no acrobatic straining to a mounting roll of the drums, no taps. Men dancing dainty. Go get excited because somebody jumps up and twitters on his feet. The Rockettes at the Music Hall kept a straighter line, neater formations. So what were all the critics shouting for? Russian Ballet? Un-Shubert, un-America. Radical, that's what. Costs as much as caviar, too.

So for seven straight weeks—the period for which Mr. Hurok had hired the theatre—Mr. Hurok's faith in America's yen for European culture was assaulted barbarously. Big company, big orchestra, small and yet smaller audiences. It hadn't had time to get around yet that season that, whether one liked it or no, it was chic to go to the ballet, that atten-

FACTORIES

The ballet boom is on in America, with a New Big Industry among the Economic Royalists

BY CECELIA AGER

dance placed one smack alongside the cosmopolitan artistic *cognoscenti.* New Yorkers with $4.40 per just kept on paying a premium for the more conspicuous seats at musical shows; nobody had told them that the St. James would do far more for them socially, get them way up front on the ballet band-wagon. Nobody knew, in 1933, that there was going to be a ballet band-wagon. Ballet, in that Glacial Age, was something the precious—very precious—few talked about, and fewer still had seen. At the end of that barren engagement, there was nothing in the box-office but Mr. Hurok with his neck stuck out.

It was lucky, therefore, that Mr. Hurok happened to be a game fellow. Besides, he had long ago booked the troupe for a six weeks' tour of the country, to follow their triumphant New York engagement, which was billed that way anyway, and Mr. Hurok went through with it. "Colonel V. de Basil's Ballet Russe de Monte Carlo" thereupon picked up their *tutus* and arabesques, and bravely took to the road. There it was that the miracle happened.

Once out of New York, people just came to see them. They just plain came to see them. Some of them had bought their tickets way in advance, as they were wont to do for Mr. Hurok's attractions (remember Pavlowa?), for they had come to think of him as a Ziegfeld of self-improvement, a man who would give them painless and often even pleasurable injections of the Arts. Others came along for the ride; others because it was the only show in town. But they came.

They didn't notice that the production was a little shabby—that's the way all the road shows looked. They didn't mind that the company's standard of personal beauty wasn't contest calibre—that's how all road companies looked. This Russian Ballet stuff was okay, they decided. If the men dancers were more coy than they'd been used to seeing, they supposed that was all right, for foreigners. The music was easier to listen to than symphony orchestras, yet said to be just as elevating. It was pleasant to watch, it even had a sort of charm, and nobody had to rack his brains trying to figure out what it was all about. The local critics did all of that; they were angels.

Some national magazines came out about now with dissertations, the press was filtering through, and what with one thing and another, but chiefly the hinterlands' hospitality expressed in warm cash after New York's cold indifference—before "Colonel V. de Basil's Ballet Russe de Monte Carlo" sailed home for Europe, Mr. Hurok had it all sewed up for its return the following autumn. Mr. Hurok's faith in America's hunger for culture was vindicated, all over the country balletomanes had begun to bud, and the ballet boom was on.

The scene changes. It is seven years later, 1940. "Colonel V. de Basil's Ballet Russe de Monte Carlo" has split. Three-fourths of it are with him goaling Australia. One-quarter augmented with newcomers—and directed now by Leonide Massine and presented by the same Mr. Hurok and keeping the "Ballet Russe de Monte Carlo" part of the title—is cleaning up just as if it were whole. The audience doesn't seem to notice the lack, or if it does, to mind. Standees at the twenty-four performances at the Met. Six months now on the road. Return seasons in New York in the spring. Sponsors who put up dough for the new productions just the way Diaghilev's did, grateful for the chance just to hang around. Mr. Massine tours in a specially designed trailer; he likes it and can do what he likes. Mr. Hurok wears, figuratively, a mink-lined impresario overcoat. The ballerinas wear, figuratively, diamond tiaras. The take is over a million dollars a year.

The National Broadcasting Company does the booking. Everybody gets paid on time. Eleven symphony orchestras present the Ballet Russe on their regular series. Two dozen well-heeled balletomanes do nothing but follow the troupe wherever it goes. The costumes are replenished the instant they need it; the sets are constantly refurbished and replaced. The Dali Ballet cost eighty thousand smackers. The ballet-girls get forty dollars a week. Now they are chosen for beauty instead of only technique. Now temperaments flare from the ennui of security instead of the tensions of adversity. In seven years, the Ballet Russe has become as integral a part (Continued on page 119)

SKETCH BY GARRETTO

RUSTLE OF SPRING—
PLAID TAFFETA

ENTHUSIASM FOR TAFFETA grows more ardent every day. Especially for plaid, striped, or dotted taffeta. Especially for such a plaid as the yellow, red, and black one, left, with a black top. Of Crown Tested Rayon. Best; Marshall Field

(Below) TAFFETA SHIRT-WAIST DRESS—its bodice bloused, its sleeves bloused, its general mien very grandmother-when-she-was-a-girl. Green, white, and red Crown Tested rayon taffeta. Lord and Taylor; Neiman-Marcus; I. Magnin

HORST

DOTTED TAFFETA

Practically a "must" this spring—a taffeta suit. Dotted taffeta is this—green dots on black Crown Tested rayon. The jacket—long. The skirt—slim. The blouse—white piqué. The hat—white straw. Lewis patent leather bag. All; Saks-Fifth Avenue

Bride's Arithmetic

SUMS IN SILVER

SUM NO. 1—BREAKFAST FOR TWO

On these two pages we set you six sums—together they add up to a silver total that equips you for Six Occasions. The silver list is at the bottom of the opposite page.

For breakfast for two, you need 4 teaspoons for coffee and fruit, 2 dessert-spoons for cereal, 2 luncheon knives and forks, 2 butter-knives. Gorham's "Old French" sterling flat silver; coffee-set, tray. China; Plummer. Linen; McCutcheon.

SUM NO. 2—LUNCHEON FOR FOUR

A talk-things-over feminine luncheon for four is easily achieved from your quota of silver. 8 dessert-spoons may be used for soup as well; 12 small forks for entrée; salad, dessert. Luncheon knives for entrée; 4 butter-knives. Here are Lunt's "Directoire" sterling flat silver, compote dish, salt and pepper containers, salt-spoon, porringer ash-tray. The plates, glasses, and linen are from Rena Rosenthal.

SUM NO. 3—TEA FOR TWO OR TWELVE

Only the number of teaspoons limits the number of people to whom you can serve afternoon tea. Your butter-knives might be used to spread marmalade or apple butter. Shown here are: a Victorian tea-table, with Wallace's "Rembrandt" pattern sterling silver teaspoons and sandwich platter. The sterling silver tea-service; Reed and Barton's "Stratford" design. China and tray; Alfred Orlik. Linen; Bournefield.

SUM NO. 4—COCKTAILS FOR . . .?

Flat silver doesn't enter so much into your cocktail plans, except butter-knives for spreading cheese, caviar, or pâté—but other silver (likely to be the bridegroom's pride) does. Shown here: a sleek, efficient sterling silver shaker, cups, silver-rimmed dish, and silver-plated ice-tub by International. The high-ball and the Old-Fashioned glasses and the leather-covered tray-bar are from Hammacher-Schlemmer.

SUM NO. 5—DINNER FOR EIGHT

Minimum silver can, for your first dinner-parties, set a well-appointed table for eight. 8 tablespoons for soup, 4 for serving; 8 dinner-knives; 8 lunch knives (for entrée); 8 of each size of fork; 8 dessert-spoons, with 8 luncheon forks doubling for dessert also. Here: Towle's "Craftsman" sterling flat silver, Celtic candelabra, ash-tray, salt and pepper containers. The linen, glass, and china; Georg Jensen.

NYHOLM

SUM NO. 6—BUFFET SUPPER FOR TWELVE

The triumph of your silver-stretching—a buffet supper for twelve. 12 dinner-forks for the main dish; 12 small forks for salad; 12 dessert-spoons. And if you serve something requiring knives, use both sizes. Shown here: Watson's sterling silver forks, Quaitch bowl, condiment tray, and candelabra. Alvin's sterling silver dessert-spoons and platter. Linen from Maison de Linge. Spode plates from Plummer.

SUM TOTAL

8 teaspoons (for tea or breakfast coffee)
12 tablespoons (for soup and for serving)
12 dessert-spoons (for dessert, cereal, soup)
12 dinner forks (also to be used for serving)
8 lunch and 8 salad forks (or 16 lunch forks)
8 luncheon knives (for breakfast or lunch)
8 dinner-knives
8 butter-knives (for butter, jam, cheese)

no margin for error

no margin for error

Here begin ten pages on how to keep skeletons out of your clothes-closet

NO woman, anywhere—as far as we can see—*ever* has any margin for error in clothes. Not the world's best-dressed woman. Not the wife-and-mother whose clothes appropriation is just one item in a Tall Black Book. Not the young thing. No one.

But how to wipe out errors? One way is to stake all on one or two stop-press costumes: an important town outfit, a wonderful sports costume; a leading-lady evening dress. It's the perfect system if you don't see the same public often—or if you Don't Care if you Do. Another way is to appear to have a prodigious wardrobe by double-purpose, triple-duty manœuvres. Or, what's even better, combine both systems.

Suppose you begin with the black silk suit on the opposite page and build around it a beige outfit. $50 may seem quite a sum to pay—but this is a silk suit to take seriously. For it's made by a "wool suit house" with all the high seriousness and tailoring talent that they put into wool suits.

First add a sawdust-beige corduroy top-coat (see March 15 Vogue) and wear it to-morrow with that big black hat. Now you already have an impressive foundation. You can build both ways. To the beige coat, add a beige-and-white coin-dot print dress (page 88)...wear the same big black hat. To the silk jacket, add a long, matching dinner-skirt, page 114, and look as sleek as Mademoiselle Curie. This can go on and on. On page 114, you'll see other manœuvres.

Suppose you don't go beige at all—but navy-blue. You might choose this suit (opposite) in navy-blue—or the little taffeta one on page 93. You might take the clean blue-and-white striped dress on page 92 and wear it under either jacket—or under that fine, brass-buttoned torso jacket on page 90. Later in summer, wear the jacket to give your dead-white sports things a high admiralty flavour.

Carry blue into your evening things, too. One basic colour stretched over twenty-four hours is a highly profitable idea. Have that little pale blue velveteen jacket on page 91. Wear it with one of your day skirts sometimes. Wear it with your evening clothes. Navy-blue gives you carte blanche to almost every accessory colour. Red—see the red accessories on page 91. White. Green. Pale, pale pink.

In any campaign to wipe out mistakes, there are certain invariable, self-evident truths. Bad cut always amounts to the Cut Direct. The "Bargain" that never goes with anything is always a complete loss. Things that match are bound to have mutual friends in your wardrobe—bound to go more places. A really Good Piece of jewellery or a wonderful bag—the "Best" of Something always lifts a modest outfit—like an actress speaking in a low voice the hit line of the play.

You'll seem extravagant in a light costume, but you'll compensate with dark, no-cleaning-necessary accessories. You'll take full advantage of the high social position of cottons. You'll be shrewd instead of "safe." You'll be brave about some things. You'll only select clothes you adore. Choosing a really successful wardrobe is like marrying—for love.

HORST

Infallible silk suit

We hold up this black silk crêpe suit as Asset No. 1 in a spring wardrobe. Build on it. Wear it with blouses or a striped scarf like this one. Wear its jacket with a dinner-skirt. Its skirt with other jackets. Pay gladly about $50...and watch it gather compound interest. The big felt hat is An Investment. Don't regret the $15 that buys its good lines; the $5 for the white gloves of super-super, washable doeskin. All are from Lord and Taylor; suit also at L. S. Ayres

no margin for error

no margin for error

HIGH STANDARDS, LOW PRICES

Nicely detailed, with bias flap-pockets, a pinafore back, pottery buttons, and a piqué tie—this dress of checked blue Enka Rayon. You would expect to pay more than about $23. Jay-Thorpe has it and the white sailor

Simply and surely cut, with accent on coin-dots—this dress of grey rayon crêpe. One of the inexpensive, good little dresses you'll find with extremely high standards. This is about $23. Suzy's red bonnet. Hattie Carnegie

HORST

Washable silk, white dots on grey—the fabric of this bloused-top dress. In it, the workmanship and finishing touches its specialty-shop label stands for. About $28. Straw sombrero, silver necklace. Bergdorf Goodman

Handsome Glenurquhart plaid—blue and russet on beige rayon and silk—for a trim dress, whose very simplicity has a costly air. Actually, it's only around $25. Russet straw hat; blue gloves. Henri Bendel

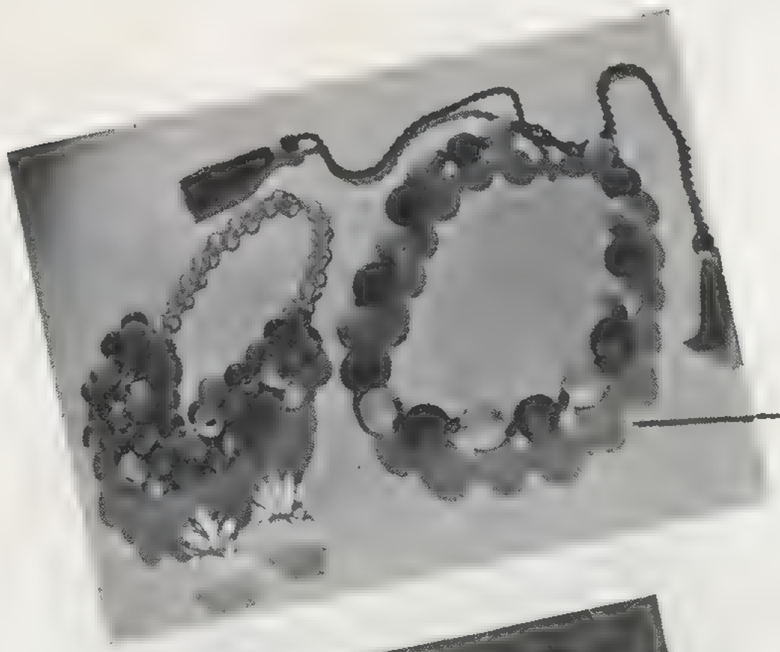
no margin for error

no margin for error

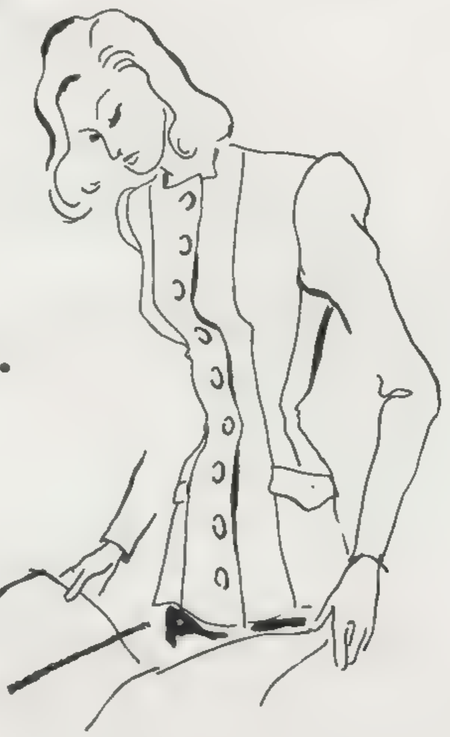
Whispers to a girl with nothing a year

You whose cash-on-hand allows no margin for error, who want to look like money in the bank on nothing, give ear. Here's how taste can do the work of dollars:

Make a beguiling hat the raison d'être of a costume. Pink Tish-U felt sailor, about $7.50. Arnold Constable.



Brighten up with these conversation-bits: a chain of red and yellow lady-apples, about $2. Green cotton and natural raffia beads, around $2. Both: Best. White enamel pouter-pigeon clips; under $2 each. Macy's.

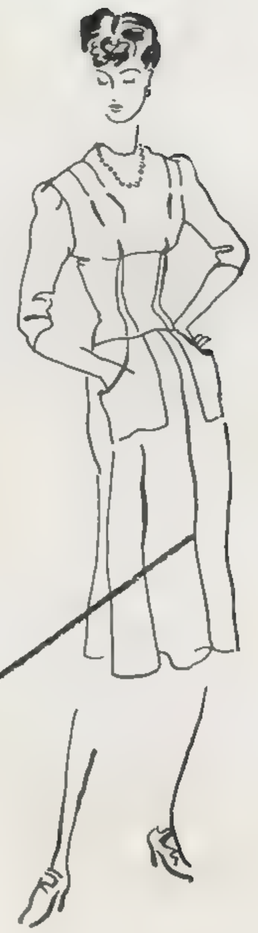


Put your hands, and about a dollar, into these "Wear-Right" gloves of blue string; at McCutcheon.

For that note, that spirit-lifting note, of colour - a red goatskin bag, yours in exchange for about $5. Stern's.

Make up a suit by buying a new torso jacket and adding it to a skirt you already own. In behalf of the jacket: its suave blue wool lines; its brass buttons. About $15; Lord and Taylor.

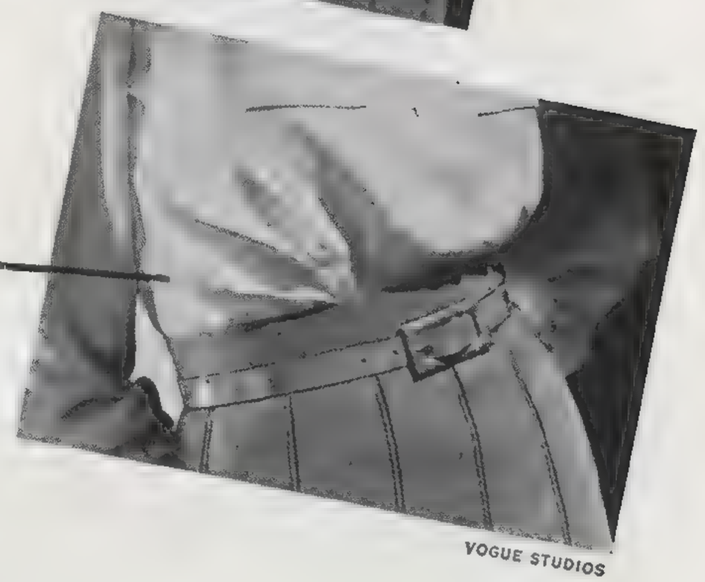
Restore a good, but perhaps slightly elderly dress by adding a jacket-front scarf of rayon surah, green with white pin-dots. The belt is the same. Scarf, about $4. Belt, about $1.50. Both at Best.



Count in, for a Bermuda trip, an apron-pocket skirt and sweater-bodice of white rayon jersey. Nice investment for the summer sneaking up. Together, about $15; Lord and Taylor.

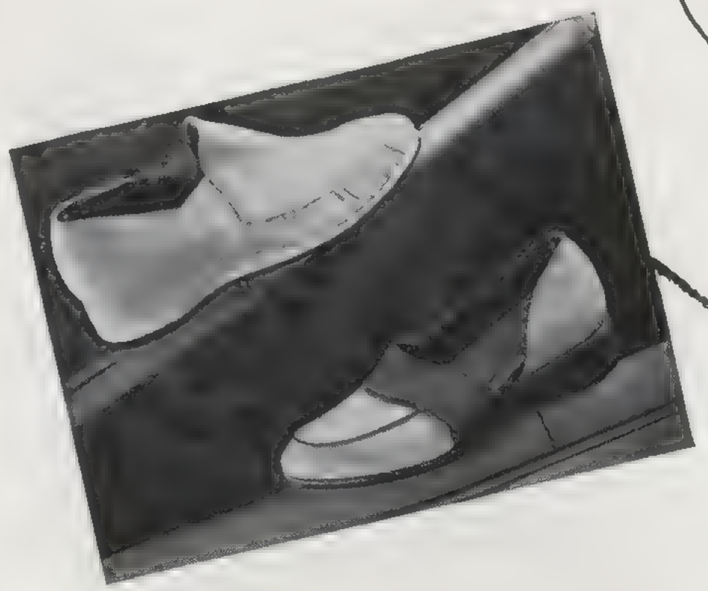
Go in for red without getting into the red financially - now's your chance, if you've always wanted but never dared. This trio is of red Sani-Kid, treated to repulse moisture. The slim belt, around $2. The double-strap bag; about $5. The umbrella with Sani-Kid handle, around $3. All; Altman.

Deck out those slacks or that skirt with a purse-belt of tan pigskin and red morocco. The purse holds face-fixers and change from the $4 you pay at Saks-Fifth Avenue.

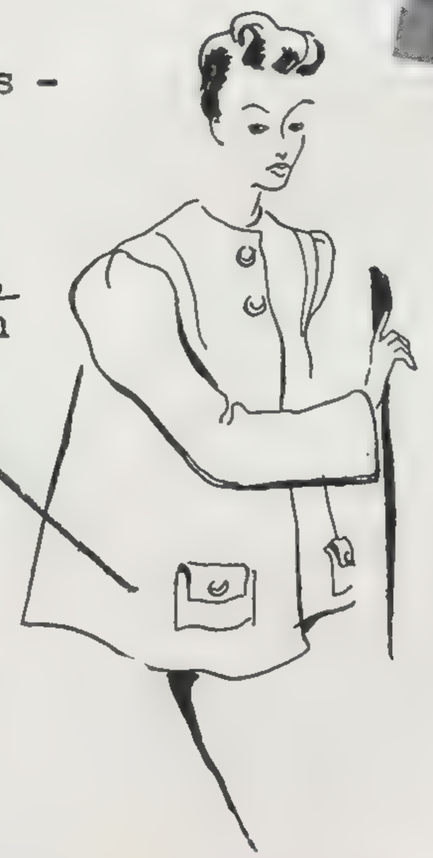


VOGUE STUDIOS

Go ahead and get that genuine alligator belt you've been promising yourself for years - this one is toast-coloured, the better to go with the reigning colour of your country wardrobe. Price: about $2. Lord and Taylor.



Qualify your feet for cruise or country, in soft Joyce shoes - maybe the white capeskin step-in, about $6 at Lord and Taylor. Maybe the red-and-white moccasin, about $6. Bonwit Teller.



Endow your wardrobe with a blue velveteen box-jacket, the sort that Rises to Any Occasion. You'll wear it with a white sports dress; with an afternoon crêpe; with an evening dream-dress. Such service for about $11; Best.

Devote some dollars to drama - this green felt cape makes entrances, makes exits, makes people look. Around $20 is the sum, which pays for beautiful shoulders, deep yoke, fluid lines. No charge for Impact. Best.

Stay happily at home in a pinafore of rust cotton, and white rayon crêpe blouse. Saves on your other clothes. Saves also the cost of going out. About $17; Chez Rosette.

Adjust, on your young head, a scarf-hat of polka-dotted linen. Very engaging; so's the price, about $4. Bonwit Teller.

And now proceed, remembering that ingenuity can take the sting out of impecuniousness; that it's not so much the money as how you make it work, that registers. That is all.

Linda Pennyfew

Under twenty—

Miss Patricia Plunkett

Photographed above in Under-Twenty clothes, which, with the two opposite, would make a spring wardrobe—Miss Patricia Plunkett, blond and energetic and one of the prettiest débutantes of 1939-1940.

First, above: Town-or-country suit of mustard Botany flannel, with a bloused jacket, skirt, silk-and-rayon blouse, made to go with Other Things. Team skirt with long blue jacket on page 90. Straw hat.

Second: A shirt-waist dress of navy-blue and white striped rayon —with the aforementioned blue jacket, it makes a suit. Jeanne Tête hat.

• Both costumes: Bonwit Teller; L. S. Ayres, Indianapolis; I. Magnin

Spring clothes under $20
for you who are under twenty years

HORST

Miss Josephine Johnson

Photographed above in two more of Vogue's built-for-the-young, gently-priced Under-Twenty dresses—Miss Josephine Johnson, dark-haired, spirited, destined to be one of the prettiest débutantes of 1940-1941.

First: A draped dinner-dress of marble-white rayon jersey, a tireless dress you'll wear all spring and summer. Over it, you might put the blue velveteen jacket shown on page 91.

Second: A special-occasion suit of navy-blue rayon taffeta, with its own trim jacket and an organdie frill. Wide-brimmed blue felt hat.

• Both costumes: Bonwit Teller; L. S. Ayres, Indianapolis; I. Magnin

Spring sewing from Paris designs

Still arriving in America, in spite of war abroad, are Vogue Couturier Designs, created in Paris. Their Special Mission in Life: to help your trousseau—or any spring wardrobe—towards individuality and an Expensive Look—without breaking the budget.

(Above) The long-torso line marked with a low yoke. Make this dress of beige-and-white crêpe, perhaps. Couturier Design 314.

(Above, second) Dress with a 1912 look... peplumed in front. Nice of crêpe...pink bodice, black skirt. Couturier Design 320.

(Above) The new bloused-at-the-waist look. The bride's mother might try this in pale blue and white crêpe. Couturier Design 317.

(Above, second) Brief jacket over a dress with a wide midriff. It could be of brown-and-white printed jersey. Couturier Design 321.

(Above) New blouse-effect and deep pockets for this soft dress that you might make of blue-and-green surah. Couturier Design 261.

(Above, second) Three-piece suit: short jacket and skirt of blue-and-white crêpe, maybe, with white blouse. Couturier Design 318.

(Above) A long tunic-blouse on this two-piece dress. Make it, perhaps, of red-and-white polka-dotted crêpe. Couturier Design 319.

(Above, second) Longer-length jacket, pocketed skirt, fitted blouse. You could go away in this. Couturier Design 322.

Back views and sizes on page 108

Couturier designs for dressmaking

For the bride's linen-closet

Handsome new linen to be given to the bride, or for the bride to buy for herself

1. Grand gesture for an about-to-be-married—this flowered peach silk crêpe blanket-cover, satin-banded. From Grande Maison de Blanc
2. Blanket-cover of café au lait silk crêpe, with batiste and Valenciennes lace; Bournefield
3. Chatham blankets; Lord and Taylor
4. Hand-quilted comforter of peach rayon taffeta, to go with cover (1); Grande Maison de Blanc
5. Chatham's "Southampton," summer-weight blankets of pale apple-green wool, satin-bound, in a satin bride's box. Lewis and Conger
6. Coral-and-white Martex towels. Max Fertig Sons
7. Deep-pile Martex towels; John Wanamaker
8. Wamsutta Supercale sheets and pillow-cases, in new and lovely rose-pink. The first, trimmed with white French knots. The second, decorated with a wide white band and monogram. Altman

1. For the bride's first guests—a guest set of Dundee terry towels in bright blue with dark blue and white stripes. Herein: two bath-towels, two hand-towels, two wash-cloths, all complete
2. White damask towels in three sizes—guest, hand, and face—with green and black monogram. Bath-towels and bath-mat to match, all in the same new geometric weave. From Mosse
3. Cannon's handsome dusty-rose towel set—called "American Beauty"—with roses in the weave and a deep pile men will appreciate. Gimbel's
4. Embroidered coloured flowers on white terry bath-towels—these have a scroll monogram. From Mosse

Guard constantly against *Dry Skin*

Let This Famous Salon Formula Help You Retain An Enviable Youthful, Petal-Smooth Complexion!

One of woman's most vexing beauty problems is dry, sensitive, flaky skin. Eight out of every ten women today are said to be troubled with this "affliction" which fairly invites lines, wrinkles and fine grooves to form. So if you want to help keep your skin more youthful looking—guard *constantly* against this dry skin menace. Twenty years of age is the advisable time to start—from thirty on—it's *imperative!*

And what a tremendous success Dry Skin Mixture by Primrose House has scored in combating this skin condition. Even a few applications of this famous Salon Formula encourages dry, "parched" skin to look enchantingly smooth, soft and flower-fresh, and you'll find Dry Skin Mixture simply delightful to apply.

Dry Skin Mixture contains the finest lubricating, softening, rich emollient oils obtainable yet is so light and smooth-spreading to use. *Never* leaves any greasy residue. Truly the cream *ideal* for skin that rebels at heavy, greasy creams! Get a jar of Dry Skin Mixture this very day—and make sure you get Primrose House Dry Skin Mixture. You'll find it ALSO *excellent* for crepy throat and skin that has become coarse, rough and chapped from wintry winds. At all the better shops. $6 and $3.

Other Outstanding Primrose House Products

Chiffon Powder: The famous powder that has no shine. Actually appears as the natural beauty of your skin. 7 exquisite shades. $3 and $1 the box.

Chiffon Cream: An entirely new type of cleansing and softening cream—not a liquefying cream and not a cold cream but one which combines the *advantages* of *both*. $3, $1.75 and $1.

Smoothskin Cream: For softening and lubricating a very young or average skin. Helps to give an enchanting petal smoothness. $3, $1.75 and $1.

Skin Freshener: An excellent refreshing lotion to remove every trace of surface oil and freshen the appearance of your skin. $5, $2 and 85¢.

Petal Bloom: A fine finishing lotion for face, neck, shoulders and arms. Especially blended so that it does not dry the skin or coarsen the pores. $1.50.

Also Rouge, Eye Shadow and Lipsticks in the smart and flattering Primrose House shades.

When in New York you are invited to visit our Fifth Avenue Salon, and learn why our scientific Salon Treatments with Primrose House Products are so outstanding. Primrose House, 595 Fifth Avenue, New York.

DRY SKIN MIXTURE

Primrose House

mais Oui
Evening in Paris
Evening in Paris
THE FRAGRANCE OF ROMANCE
mais Oui
FRANKLY FLIRTATIOUS
two famous perfumes by BOURJOIS world famous perfumer

DISCOVERIES IN BEAUTY

VOGUE STUDIOS

Floral odours are reaching a new high this year. We show you one very good reason why in the photograph above—Houbigant's new "Wistaria" Cologne

WHAT do brides want in the way of cosmetics? Whatever it may be, we choose to believe that the elements of simplicity and limited time play a strong part in their choice of any item. In which case, we have lined up for you time-saving, beauty-gracing preparations with which to make a start.

You feel like a master-mixer of some magical potion when you use Wenda Lee's champagne facial. A little packet of pink powder, innocent enough to the eye, is poured into a dish, and, over this, two teaspoonfuls (and we mean two teaspoonfuls) of water are added. In a flash, you have an effervescing, frothing, bubbling mixture, which, just as quickly, you smear on your immaculately clean face and neck. It is icy cold, tingly, and dries almost instantly on your skin. Leave it on fifteen minutes, then wash off with warm water. Your skin looks, and feels, like pink velvet, after this lightning, pick-up treatment. At Bonwit Teller.

In Revlon new "Clock 'Round" Hand Kit, they have combined Pearl Hand Lotion with a jar of Hand Massage Cream, and added a pair of white mitts for extra measure. Keep the large bottle of Hand Lotion in plain sight, where you will remember to use it frequently, or more than frequently. It is non-sticky and does the daytime job of softening and whitening. The Hand Massage Cream, rich and full of oils, carries on the night program most successfully. Massage into the skin, then add a light, fresh layer, pull on the mitts, and go peacefully to sleep.

Cosmetic Color Cue may be a tongue-twister, but it will do anything but confuse your lipstick, nail, and powder harmony. Dorothy Gray Salons are the proud originators of this little box, holding a regular-size lipstick and an introductory bottle of nail polish to match, and a box of Elation powder. The nail polish is a new formula, besides which Dorothy Gray's Salons have revised all the nail-polish colours, the better to match their wide range of lipstick shades

La Cross has just perfected and presented a nail preparation called "Nailgroom." It comes in a squat red-and-white jar and is full of beneficial ingredients that tend to smooth roughened cuticle and straighten out sandpapery, breakable nails. Keep a jar on your desk, on your dressing-table, on a shelf in the bathroom—anywhere you will remember to seize it at odd moments and do a quick job of working it into your ten finger-tips. Also, don't forget that toes need the same attention.

Granada is Spanish for pomegranate, pomegranate is the colour of Henri Bendel's newest lipstick shade, and thus (yes, you've guessed it) the lipstick has been named "Granada." Henri Bendel, famous for opulence and luxury, can be counted on to produce something pretty beautiful in the way of cosmetics, and this vivid, bright colour is no exception. It is a curious blend of pinky red, and a sharp accent against your spring wardrobe.

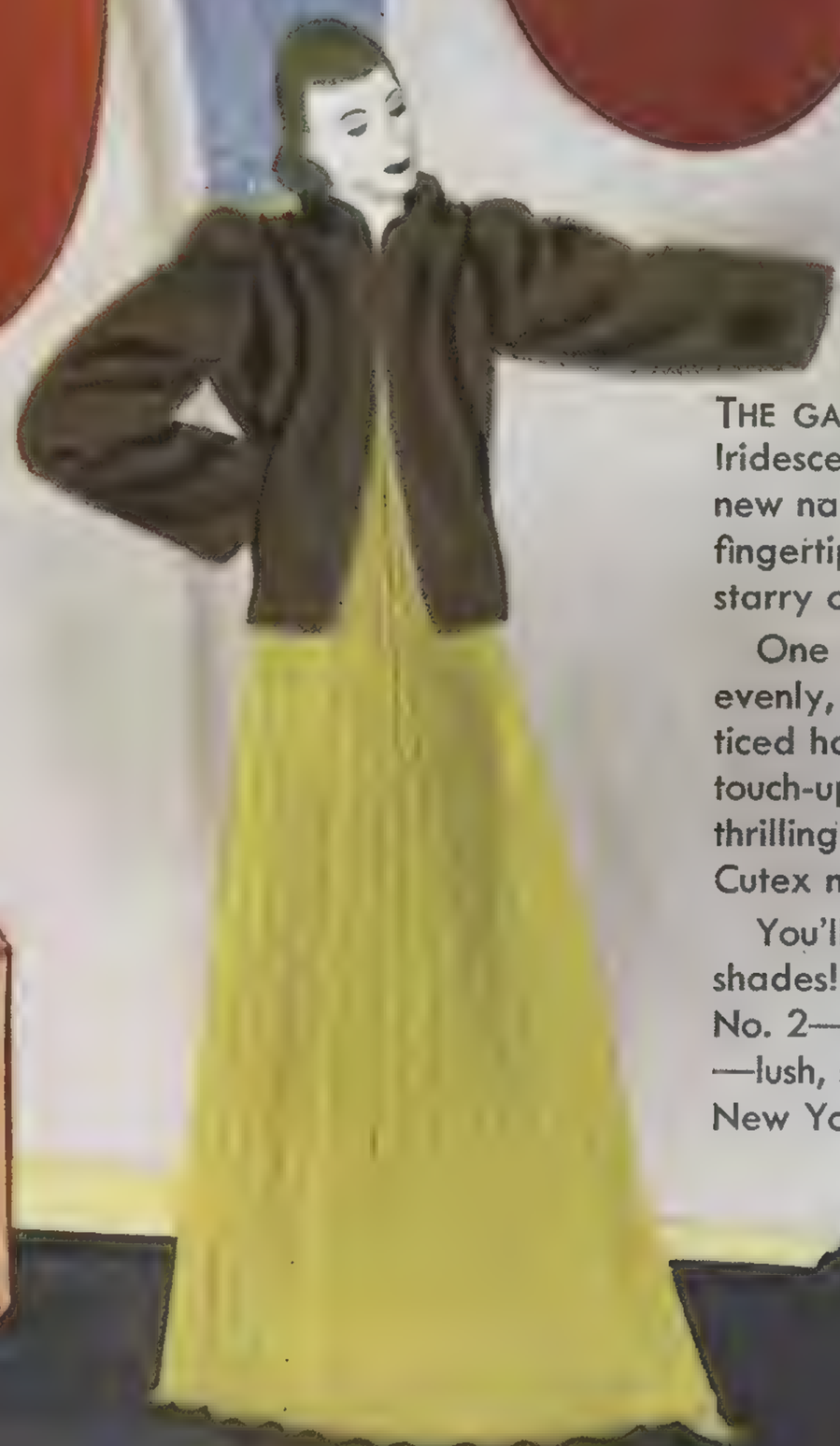
THEY SHIMMER IN THE SUN! . . . THEY SPARKLE UNDER THE STARS!

Heavenly New Opaline Shades by Cutex

No. 1

No. 2

No. 3



THE GAYEST FINGERTIP EXCITEMENT IN YEARS! Iridescent Cutex Opaline Polish. Not just three new nail shades—a thrillingly different kind of fingertip lustre! Luminous loveliness by day, starry opalescence after dark!

One coat of this glamorous newcomer covers evenly, completely, even for the most unpracticed hand. Perfect for the last minute touch-up—it dries almost instantly. And—thrilling news—it rings a new high for Cutex nail polish wear!

You'll want all three new Cutex Opaline shades! No. 1—fragile, shimmering pink . . . No. 2—heavenly, glimmering rose . . . No. 3—lush, sparkling red! Northam Warren, New York, Montreal, London, Paris.

PLANTATION PRINTS

in Enka Rayon

New summer frocks with the soft charm of the south in their muted colors and quaint prints. Photographed at Williamsburg, Virginia, they will be just as smart wherever you wear them. The Enka Fashion Approved Tag means verified quality and approved fashion.

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion.

Queen Make Pucker Sheers

in an unusual summer sheer of Enka Rayon. Top: A soft bodice and flaring skirt in a youthful print. Below: Tucked front on a semi-tailored frock. Each . . . $6.50 at the Queen Make store in your city.

ENKA RAYON

THE FASHION NAME IN RAYON • STANDARD OF SUPERFINE YARNS

206 Madison Avenue, New York

HOW COULD YOU LEAVE ALL THAT?

The tropics won't miss us—and we won't miss them

ALL right, so we *were* fools to leave that marvellous place. That wonderful climate—never too hot, never too cold. Six months rain, six months dry—always the same every year. In the rainy season, everything is fresh and green, and whole trains of pack-mules get drowned in the mud-puddles. Your clothes get green, too—with mould. Tiny green pine-trees grow on your shoes if you leave them in the cupboard for two days. Even the baby gets mouldy. If you try driving around the countryside, you and your car are likely to join the pack-mules and disappear in six feet of mud.

In the dry season, the country gets a beautiful sunburn—burnt to a crisp. You choke to death in clouds of dust—the wind blows it into your hair and into your house. The water-supply dries up along with everything else, and you can't get your clothes laundered. It's the same old thing every year—no lovely autumn colours, no spicy spring winds, no blizzards, no heat-waves—and no possibility of conversation about the weather, either.

THE SERVANT PROBLEM—MAGNIFIED

And all those wonderful servants. So gay and chatty and inconsequential. It takes five of them to do the work of one good one anywhere else, but then they are so charmingly irresponsible. They wash their hair in your cooking-pots, and the house-boy takes your most priceless face-cream for a hair pomade. Loyal little fellow, he wants to please you by being sweet-smelling and tidy. Madame, he says, you are my father and my mother—and falls at your feet—dead drunk. And twelve people coming for dinner.

All those amusing servants. All day you can hear them singing in the kitchen. You might think you were living next-door to the Metropolitan. You might think so if you were tone-deaf. They are just like members of the family—these delightful, childish people—you are their father and their mother. They borrow your clothes and give your silver and your liquor away to their friends—you pay their debts and get them into hospitals and out of jail—you house, dress, feed, and school their children. Just like your own relatives. And then your best friend comes to your house in your absence, and the entire household departs with her to become members of *her* family.

And all the interesting people you meet. Clark Gable came through on a plane once, but we were out of town. There are lots of other people, though—I know one man who collects stamps, and almost every one read *Gone with the Wind.* And they all talk fascinatingly about what nice people they come from in the United States. It's all just one gay round of parties, too—cocktail parties and bridge parties and bridge parties and cocktail parties. It's so nice to know that you can go to four parties a week for the next six months and never have to meet a single stranger—just the same thirty or forty people. It gives you such a homey feeling.

And the native families read a lot of dull books in three or four languages, and listen to operas on the radio, and import their clothes and their furniture and their Arab horses from France, and know all about the latest developments in science and the arts in the United States. So, of course, they don't find much to say to your friends, and your friends feel that the inhabitants of the country aren't sufficiently appreciative of the glamour of the tropics. After all, who wants to talk about what's going on anywhere else in the world when you have a wonderful tale to tell of what your enchantingly naïve (pronounced "nayve") cook said last week, or how likkered-up your husband got last New Year's?

No—the lure of the tropics is inescapable—it gets you. So does malaria. So do a lot of other ailments. In some places, it's the altitude that gets you; in others, it's the heat; in others, the humidity. Almost everywhere, it's the dictators. And the import duties. Especially paying a dollar for one small tin of American soup.

AWAY, AWAY FROM IT ALL

So—we came back. We left all that wonderful, leisurely life and came back to the United States. We can see uncensored news-reels, and they change them twice a week. We can get the New York papers on the day they are published. We can complain of the State of the Nation at the tops of our voices, and mention proper names while doing it. We can hear every one around us talking English. The speed-limit is fifty miles an hour instead of twenty, and there are actually fifty miles of road on which you can travel at that speed.

Taxi-drivers talk to you about their children and criticize the administration, the police force, and the Street-Cleaning Department. Hair-dressers tell you wonderful things about your face and the texture of your hair. Manicurists tell you all about the private lives of movie-stars. And all in English, bless them. Because bilingual or not, there is such a thing as a closer-than-a-mother-tongue for every one, and English is ours.

Besides—we like the United States. We like Americans. We like the French and the English and every one else—but we like Americans best. We can criticize Americans to our hearts' content, and no one can accuse us of being insular and narrow-minded for doing it. We are impressed by the United States; by the speed of communications (it doesn't take a telegram three days to go thirty miles!); by the beautiful girls (mostly blondes, too); by the natural resources and the Yellowstone National Park and the Rockettes and the Symphony Orchestras. We like to think of 100,000 people seeing the Picasso Show, and of all the country settling down to read the funny papers on Sunday mornings.

At shop-counters, in elevators, in railroad stations—all sorts and conditions of people—I have overheard them discussing the news from the rest of the world. And the discussion usually ends by some one saying, "Well, I'm certainly glad to be in the United States."

We are. M. O'F.

Sleeping
de Schiaparelli
Sleeping
Sleeping
de Schiaparelli
IT LIGHTS THE WAY TO ECSTASY . . .
Schiaparelli's own interpretation of
a night perfume, caressing,
intoxicating, lingering.
parfums schiaparelli . . . . made in france

ROYALTY

DORIC

DAISY FIELD

CRISS CROSS

Monograms by Mossé, Inc.

From Showers that come in the Spring

...these gay Martex Towels will bloom proudly in the Bride's new home for many, many years to come.

BELOW: MARTEX BOWKAY PATTERN is shown in complete ensemble including tufted mat and lid cover to match. Matching tufted mats, rugs and lid covers are also available for the towels shown above, and for many other leading Martex patterns. See them now at your department store or linen shop who will monogram them for you at little extra cost. Wellington Sears Company, 65 Worth Street, New York, N. Y

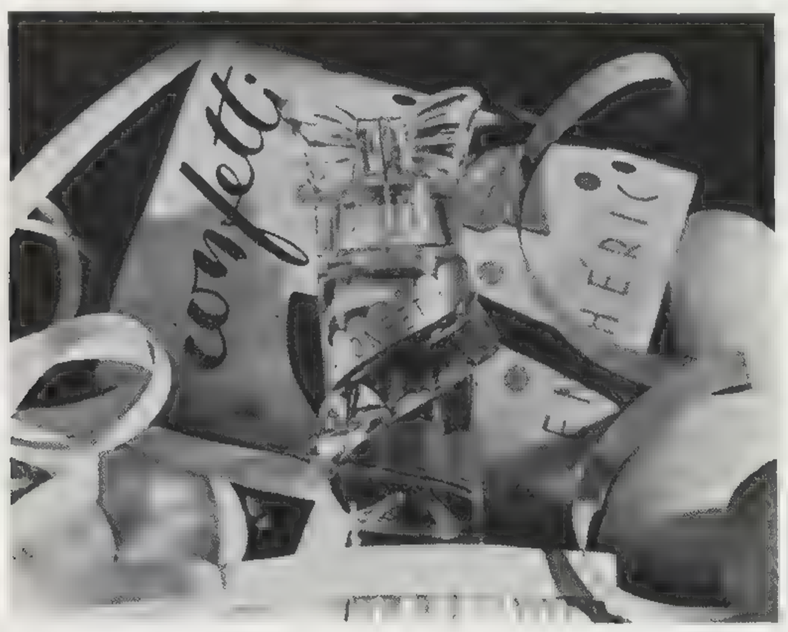
Martex

BATH TOWELS

with the long-life underweave

BEAUTY IN THE NEWS

• Inspiré, the makers of that fascinating satin-covered facial Electro Mask, have now turned their talents to hands. Again they pamper your æsthetic sense with a hand mask of pastel satin, which looks like a muff-of-to-morrow. Thermostatically controlled, its conditioning heat helps to soften and beautify your hands. Use your own cream as collaborator. At Bloomingdale's



• Lenthéric always creates the most picture-making perfumes. The newest fragrance (two years in the making) is called "Confetti," and has a definite, carnival, Mardi Gras, Fiesta attitude. It starts out as a somewhat delicate scent, and ends up as spice, full of bite and snap, refreshing as ginger. Even its bottle reflects its slightly irresponsible view-point, ruffled, petticoated

VOGUE STUDIOS

• This little book outlines Dorothy Gray's new Personality Styling Course. The paper explains your rigid routine, the tape-measure tells the truth only, the fruit-juices indicate pleasant diet interludes. The course is bent on making a better woman of you, in the shortest possible time. Veronica Dengel conducts the Body Salon for ladies who have "let themselves go"

Sophisticated Lady?

Only a true, long-lasting perspiration check will satisfy your standards of irreproachableness

It is attention to the little personal niceties that sets one girl apart from all the others . . . that makes her appear really "to the manner born."

• • •

IN CHOOSING HER DEODORANT, she insists on immaculateness.

If you are really fastidious, how can you be satisfied with less? It is definitely not enough just to *start* the day—or evening—sweet and fresh. You demand *long-lasting* underarm daintiness. Daintiness that will not fail you on a hot day, after exercise or nervous excitement.

It is this refusal to offend at *any* time—in any circumstance—that has made Liquid Odorono the choice of so many thousands of women of refinement and culture.

• • •

Liquid Odorono is a doctor's prescription—a true, long-lasting *perspiration check* that scientifically controls dampness—and therefore odor and staining.

The average girl needs to use Liquid Odorono only twice a week. Think of it! How easy to achieve day-in, day-out daintiness!

A leader of New York society says: "I have been using Liquid Odorono since I made my debut and have never in all those years had an embarrassing moment over perspiration dampness or odor. To me it is the only fastidious way to deal with that important personal problem."

You can eliminate old-fashioned, bothersome dress protection and forget worry over dampness, odor, stains, for as long as three whole days—with Liquid Odorono!

Liquid Odorono comes in two strengths. Regular and Instant. Also in Ice form. Get it in the economical large-size bottle—today. And start to develop that poise and charm you so much admire. The Odorono Co., Inc., New York, N. Y.

SHUR-TITE

Favorite of the Month

DESIGN PATENTED

Like the new Spring clothes you'll wear with it . . . not too tailored, not too soft, not to be missed! Of fine Calf or Patent in current costume-colors.

At your favorite store . . .

$5 Slightly higher West of the Rockies

Goldsmith BROTHERS
New York
Chicago • Los Angeles • Paris • London

MENU OF THE FORTNIGHT

AT Theodore's Restaurant, there is a sauce that they serve you with sweetbreads or breast of chicken which we have always considered beyond compare. It is a bland and beautiful sauce, and we have never had it at any other restaurant. So, when we were planning this Luncheon Menu of the Fortnight, we asked to have the Sauce Joseph as a focal point. And around it was evolved one of the most perfect luncheons we have ever eaten, which progressed as follows:

LUNCHEON MENU OF THE FORTNIGHT
FROM THEODORE'S RESTAURANT

Broth Louis
Sweetbreads Joseph—Asparagus Tips
Salade Mêlée
Coupe Theodore
Drip Coffee

The Broth Louis is half clear beef broth and half clam broth. People won't know what they are eating when they first taste it, but they are pretty sure to ask.

The sweetbreads are boiled for five minutes, then cooled and fried in butter until a light golden brown. They are then placed in the sauce and cooked with that for ten minutes, when they are removed and served with the sauce poured over them.

And now for the sauce, the ingredients of which, we may add, came to us as something of a surprise. Equal parts of cream and champagne are combined with a few drops of essence of truffles (the latter you can buy in bottles), and cooked together for ten minutes in a double-boiler, stirring gently. Simple, isn't it? And if champagne seems a little staggering poured into a simple sauce, remember that you can use inexpensive champagne for this, or plan the sauce for some meal when you are serving champagne or champagne cocktails, and reserve some for the sauce. For sauce for four people, you need one glassful of champagne and eight ounces of cream.

Sauce Joseph isn't on the menu every day at Theodore's, so, unless you have time to wait while they make it up for you, it is a good idea to telephone when you want to try it for lunch or dinner, before handing the recipe over to your cook to try at home.

The salad is a mixture of chicory, escarole, and endive thoroughly washed, then placed in a large towel in the ice-box, until every leaf is entirely dry. The greens are tossed with the dressing just before they are ready to serve —no sooner, or they lose their crispness. And a piece of French bread, which has been rubbed with a clove of garlic, is also tossed with the greens; then removed, a masterly way of achieving the touch described as a "hint of garlic."

For the dressing, there is a special combination of the finest olive-oil, red-wine vinegar, salt, and a light sprinkling of freshly ground black pepper. Every dressing-mixer has his own theories as to proportions, but three-fourths of olive-oil to one-fourth of vinegar is a good average.

Coupe Theodore is made of equal amounts of raspberry-ice and lemon-ice, with almost any fresh fruit in season, liberally flavoured with kirsch. We had strawberries and grapefruit sections, which were delicious with the ice, and it pleased us that the dessert was served from a bowl onto plates, not in sherbet cups, which we don't like.

The drip coffee is so good and so black that it is worth getting a drip machine for, if you don't already own one. To make it, you pour fast-boiling water over French roast coffee (you find this black roast in good coffee and specialty food stores), and let the water drip through.

As we glanced around after our luncheon, we thought the women looked so pretty to us because we felt so pleasantly disposed towards the world in general. Then, we realized that women always seemed to look well at Theodore's. It is not only because they are having good things to eat. It's the lights. They are some of the most flattering in town. B. F.

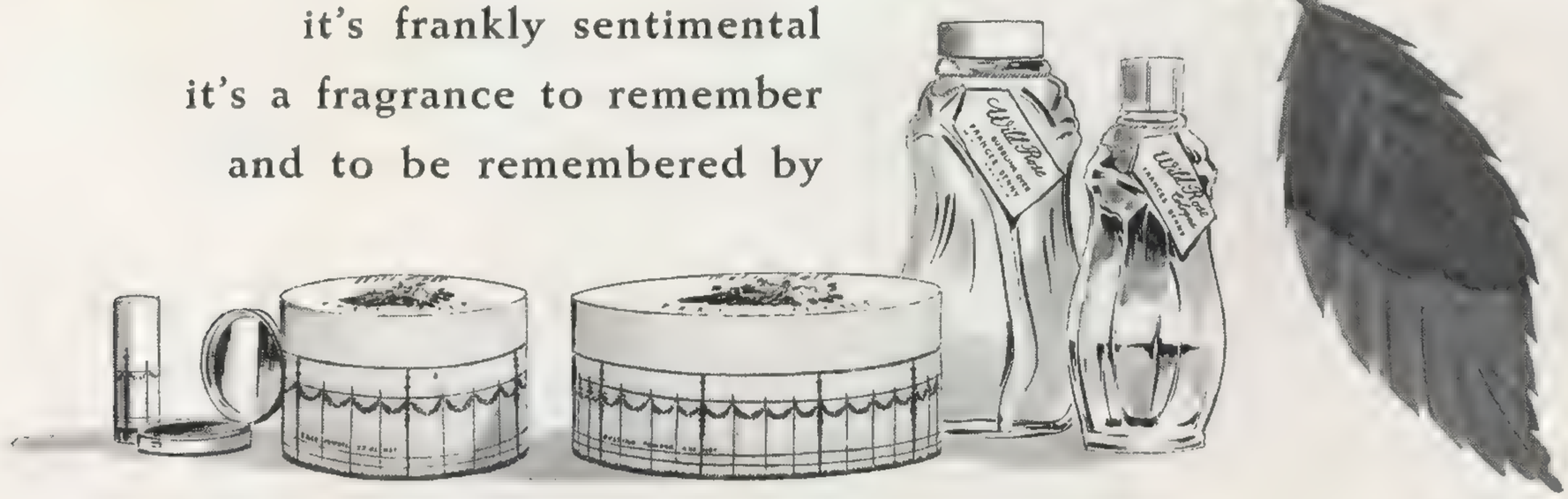
NEW SILVER IN THE COLONIAL MANNER

NYHOLM

Lunt's graceful new pattern, "Colonial Manor," appears on this table with glasses and china from Ovington and a mirror glass centrepiece from Livio Smilari. The table and linen from Lord and Taylor

Frances Denney
presents a romantic fragrance
Wild Rose

. . . it's new
it's frankly sentimental
it's a fragrance to remember
and to be remembered by



In Wild Rose fragrance:
COLOGNE . . $1.00 and $5.00 • DUSTING POWDER . . $1.00 • BUBBLING OVER . . $1.50

In Wild Rose shade:
LIPSTICK . . $1.00 • ROUGE . . $1.00 • FACE POWDER . . $1.00

THE FABULOUS MRS. LYDIG

(Continued from page 62) and Paris, and showed her thoroughbreds at the old Madison Square Garden. After her second marriage, she no longer appeared as a sportswoman, but as an exotic social figure, Spanish in type, alluring in appearance, French in her tastes, and wanton in her purchases, costumes, furniture, or works of art.

In her various social manifestations, and despite many disillusionments, trials, triumphs, romances, illnesses, and periods of despair—she remained an *élégante* in whatever she did.

But, under all her worldliness and little elegances, beneath her gaily-coloured social shell, there lived another creature entirely; a soul forced to obey a wholly different order of destiny. In that more sombre phase of her metamorphosis, she appeared as an efficient worker for charity, a friend and correspondent of men like Tardieu, Bergson, and Clemenceau, a generous patron of the arts, an early and devout adherent—with Mrs. O. H. P. Belmont—of woman's suffrage; and an espouser of a variety of benevolent causes, including a campaign to control the spread of habit-forming drugs. Her moods, during such adventures of the spirit, were elated, melancholy, and religious by turn.

Her personal type was so complex, so patently opposed to that of the other smart women of her day, that she often aroused their resentment or jealousy. Such feelings in them must have been aggravated by the knowledge that men admired her extravagantly, and obeyed her commands at any beckoning gesture from her hand. It was also a little galling—to the less electrified hostesses of the day—to note the ease with which she filled her dinner-table, her loge at the opera, or the chairs in her music-room, with the most veritable lions of the day. A single example of her little triumphs in social strategy will suffice.

PUCCINI'S NEW YORK VISIT

In December, 1910, Puccini had come to New York to witness the première of his "The Girl of the Golden West," a performance which, as it happened, developed into an abortive and slightly risible affair. At its second performance, Caruso again appeared as a love-struck Western miner; Amato as an American sheriff, and the slightly bewildered Emmy Destinn as Minnie, the bartender's daughter. On the second night of the opera, a small dinner—but of the very smartest order—was given Puccini by the then reigning dowager of New York; a feast to which two great ladies and their attendant dignitaries had also been bidden.

Once arrived at the opera, Puccini seated himself behind his hostess, crowned by an ancient and turreted tiara, and two ladies of her entourage. A few minutes later, on seeing Mrs. Lydig in her loge across the opera, the composer forsook his nest of purple and ermine and, for the rest of the performance remained ensconced behind her disturbingly bare back and fluttering black fan.

For more than twenty years, now (ten of them passed in the obscurity of illness), her magnetic figure has been missing from our view. It is easy, in retrospect, to see that she was never a true embodiment of the twentieth-century world; that she actually belonged to an earlier day, and a remoter scene. One could almost believe that she had stepped, by some pleasant feat of necromancy, from the period of the Second Empire: that she was, perhaps, a reincarnation of Balzac's Duchesse de Langeais (with all of that heroine's beauty, chic, religious fervour, wealth, and interest in romantic adventure); or that Turgenev's Irena Pavlovna was actually masquerading under those dresses of black velvet and mantillas of white lace!

In matters of art, she had an instinctive and selective taste. Few women in New York's fashionable world ever gave themselves more unreservedly to the excitations of the æsthetic life.

When, as a hostess, she had arranged a dinner concerning the success of which she was in doubt, she had a princely way of asking Paderewski, Scotti, or Kubelik to help her in making the evening more bearable.

HER WORKS OF ART

If she had money by her, she bought a little painted head by Botticelli, a fifteenth-century Florentine *cassone*, a relief by Mino da Fiesole, or a Venus, in partly translucent alabaster, by Giovanni da Bologna. She owned, during the fifteen years of her flowering, a faultless group of *objets d'art*, and what was probably the best small house in New York, a veritable museum, full of majolicas, Renaissance paintings, Chippendale furniture, needlework chairs, ecclesiastical vestments, Chinese carpets, and Queen Anne silver. After her death, one of her Flemish tapestries realized $40,000 at auction; while a single Hispano-Mooresque plate from her walls, fetched $8,000, and a little over.

When it came to the matter of befriending artists, she was altogether a snob. She wanted only the most distinguished painters, musicians, writers, and composers, for her friends. Bourdelle, Mary Garden, Yvette Guilbert, Rodin, Réjane, Paderewski, and Eleanora Duse all remained her admirers to the end.

Although she had little conceit, and never took herself seriously, Boldini, Sargent, Zuloaga, and Helleu all painted her portrait. Boldini, indeed, created two such images; one—which is conspicuously shown in these pages—was sold to Maurice de Rothschild for $11,000; while the other is now in the Luxembourg, awaiting its transference to the Louvre.

The show, at the museum, for one thing, reveals that, in the matter of laces, she was completely a fanatic. She wore laces everywhere on her costumes; on her coats, blouses, shoes, fans, underwear, bags, stockings and handkerchiefs. Her mantillas—and she had a practically complete collection of them, as far as the makes and varieties of lace were concerned—stretched back to the fifteenth, fourteenth, even the twelfth centuries.

HER SPANISH FANS

Included in her collection, when she died, there were seventy-five fans, mostly of (Continued on page 108)

RESOLUTE BARRIER AGAINST TIME'S ONSLAUGHT,

BEAUTY BALM IS TWENTIETH CENTURY'S SHORT-CUT TO BEAUTY.

THIS QUIETLY PERFUMED SKIN NECTAR PLAYS A DUAL ROLE.

IT REFRESHES WEARY SKINS.

IT IS A MAGIC POWDER BASE

LENDING TRANSLUCENCY TO YOUR MAKE-UP.

BEAUTY BALM IS ONLY ONE

OF A SCIENTIFIC COSMETIC COLLECTION

ALL DESIGNED WITH THE BRILLIANCE OF A

GERMAINE MONTEIL ORIGINAL.

Sunset Boulevard Fashions*

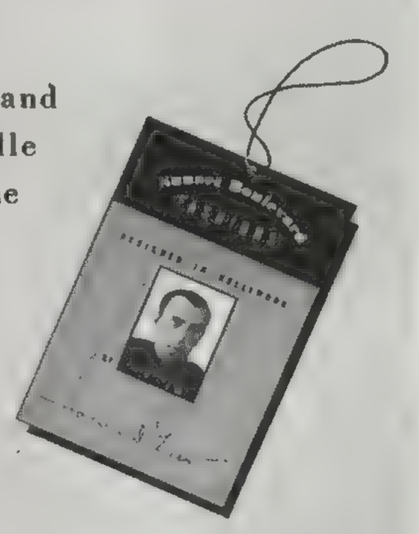
DESIGNED IN HOLLYWOOD BY

Howard Greer

Howard Greer, famous personal designer for Hollywood stars now designs for you — original hats, full of verve and dash. You'll feel like a debonair headliner yourself — you'll insist on the Howard Greer label in every hat you buy when you see how they dramatize you and your costume. $5 and up.

Close-up: Breton sailor, rolled high, wide and handsome, ornamented with Western saddle stitching and grosgrain binding. Both of fine Tish-U-Felt† in vibrant California Colors.

Insert: Breton sailor takes an off-the-face sweep, scored with contrasting grosgrain. Western saddle stitch detail.



At your favorite store or write to

LEIGHTON HATS, 417 Fifth Avenue, New York

†REG. U. S. PAT. OFF. *U. S. PAT. APPL. FOR

THE FABULOUS MRS. LYDIG

(Continued from page 106) Spanish lace. There were also a hundred belts, some of them woven of silver and gold. Over a period of a few years she had eighty-seven black velvet coats, differing only as to the laces that ornamented them—their thicknesses, historical periods, and the countries in which they were made. There were also coats of point de Venise, and reticella lace, culottes of black velvet, petticoats that must have taken some patient nun a lifetime to make, the joinings of them being absolutely invisible, save under the eye of a microscope.

Her lingerie was incredibly fine in its texture. Much of it, while filmy, had a rich, almost voluptuous elegance. And, a good deal heavier than the linen, were the broad bands of bordering lace, often a foot wide, either of Valenciennes, point de Milan, point de Paris, or rose-point, all of it fabulously delicate and inwrought. Her handkerchiefs were two-inch squares of hand-woven linen, with a four-inch border of lace.

Her night-dresses were all of French mull, finer than most silks, and embellished, at the neck, with a small, Watteau-like figure of Eros, elaborately embroidered, and looking at us archly.

TOWARD THE END

If Rita Lydig, at the end of her career; proved herself, as some women predicted she would, a power girt round with weaknesses, her soul—despite all the reverses and sorrows through which she was forced to live—managed to retain its ardour and colour to the end.

The last dozen years of her life were marked by great *tristesse* of spirit, by mounting debts, long illnesses, the loss of her fortune, and the shattering of a final and serious romance: marked, in short, by the complete debacle of her towering house of cards.

At the end of her life, she derived more and more comfort from the ministrations of Monsignor Lavelle, from St. Patrick's Cathedral, who did much to comfort and solace her. Her reunion with her Church was one which her pious mother would have wanted desperately to see, since it was she who had wept the bitterest tears when her daughter (in a close-fitting black princesse dress, covered over with ancient lace, and wearing a great black hat, worn rakishly—as was always her custom—over her right eye) swept up the aisle of Grace Church in order to marry herself to a Protestant.

But it was not of purely spiritual affairs that Rita Lydig was thinking when she died. Her final concern was with Spain, the pleasant land in which she had been born; from which her people had derived their blood and in which, more than a hundred years before, her grandmother, Rita Hernandez y Hernandez de Alba, had been a great lady in Madrid.

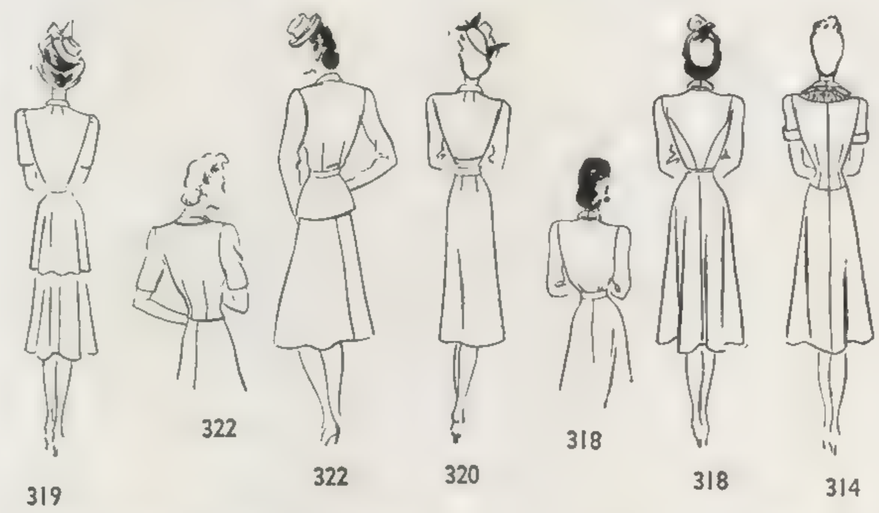
At the very last, her sister, Mercedes de Acosta, who had raised her a little from the bed, was fanning her forehead lightly. The invalid, in a seeming lethargy, inquired as to what, exactly, was being done.

"I am only fanning you," her sister replied.

And then the final question, as if to show that a soul, in passing, may resume its native hue:

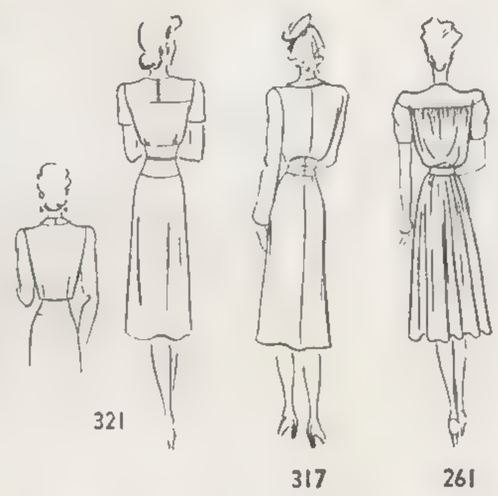
"Is it a Spanish fan?" she asked.

DESIGNS FOR DRESSMAKING



These are the back views of the Vogue Couturier Designs for Dressmaking, which are shown in greater detail on pages 94 and 95.

They are designed for sizes: 261, 318, and 321, in 12 to 18, and 30 to 36. 314, 319, 320, and 322, in sizes 12 to 20, 30 to 38. 317, in sizes 12 to 20, and 30 to 42.



VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 121.

Announcing . . . A NEW LUNT PATTERN,

. . . COLONIAL MANOR, the epitomy of elegance and grace. Its delicate cockle shell, finely beaded edge, and unusual charm of contour bespeak the best characteristics of the Queen Anne period. From this decorative style developed our own Colonial gems of the early 18th century. It was then that great manor houses sheltered gracious hostesses, who lived in an aura of luxury which still managed somehow to be simple. It was an era of elegance peculiarly American. It is this air of superb taste and delicate beauty which our designers have captured in COLONIAL MANOR—a pattern created to bring the beauty of by-gone America into the gracious modern home. Please write for *"The Bride Selects Her Table Silver"* which shows the wide variety of lovely LUNT patterns, offering you the opportunity of selecting a design which will be in strict keeping with the decorative spirit of your home. ADDRESS LUNT SILVERSMITHS, DEPT. A-26, GREENFIELD, MASSACHUSETTS.

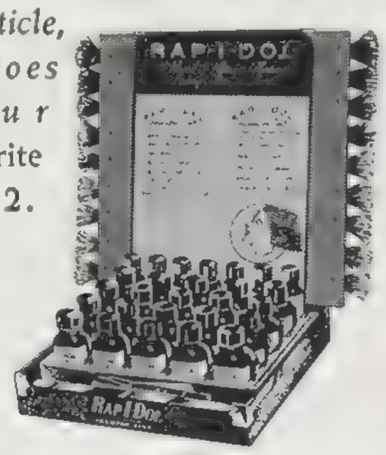
LUNT
Sterling
DESIGNS OF LASTING GOOD TASTE

The Inside Story OF HAIR TINTING

For many years, the tedious, old-fashioned coloring methods were woman's only aid to attractive hair—but now scientific progress makes available the Rap-I-Dol modern shampoo tint method; so complete that in one swift, pleasant treatment it shampoos—reconditions and tints, dull, drab, gray-flecked hair to just the shade desired. Rap-I-Dol not only tints the hair inside, but glorifies the outside with vibrant highlights.

Your favorite hairdresser has modern Rap-I-Dol in eighteen glorious, natural-looking shades, from Golden Blonde to Raven Black, all contained in the Rap-I-Dol Tint Tray. Look for it and choose your shade with the aid of the Rap-I-Dol Comparison Chart—you'll thrill to the youthful appearance the Rap-I-Dol method will impart to your hair.

FREE: *Reprint of famous Harper's Bazaar article, "Color Goes To Your Head."* Write Dept. V2.



THE MODERN SHAMPOO TINT METHOD

RAP-I-DOL

NEW YORK CITY

FOR THE BRIDE

IN these two columns, devoted to the just-marrieds, are ways and means to grow lovelier and still keep Beauty A Secret.

If it is possible for you to buy your "face" along with your trousseau, get big jars and bottles. Remember to get a *huge* jar of cleansing cream, a lesser jar of night cream, and still less foundation. Otherwise, it's a case of the bread and jam never coming out even.

Certain cosmetic makers specialize in young skins. These are an economy in themselves, for they recommend very *few* products—sanely applied. One of the cosmeticians who makes a fetish out of youth is Rose Laird. Her creams and lotions are gentle and protective. And if you are bothered by bumps and blemishes, she'll be able to help you. Frances Denney, too, has recently created a Mild Skin Trio. This is exactly what it sounds—soothing, emollient, softening.

Consider Grace Donohue's Colloidal Sulphur Cleanser that is *very* clean-making, and Jay-Thorpe's new lathering cream called Maria Danica, which is a pleasant combination of soap, cleanser, and softener.

MASQUES

As for masques, you shouldn't use one more than once a week. Not that it would hurt you, but your skin probably doesn't need it. Incidentally, don't forget the homely merits of the egg masque. This is a strict economy masque, involving one egg and a few drops of skin freshener. Mix the yolk with a little skin freshener and spread it over your face and throat and let it dry. Then, spread on the egg white and let that dry, too, for about twenty minutes. Rinse it off with warm water. As simple as that.

Richard Hudnut insists (and very sensibly, too, we think) that masques should always be applied with the head lower than the feet—the forty-five degree Beauty Angle Position, in other words. The reason for this is that, when you are lying down with your head lower than your feet, your face falls into its most becoming lines, and as the masque hardens, it hardens over pleasant, youthful contours.

A lot of young women have a natural urge towards the simple, old-fashioned methods of face care and home facials. A fine idea, maybe, but usually involving an out-moded face steaming, ice-rubbing ritual. Frankly, we think this is pretty strong medicine for a young face. Do be more temperate, and don't believe all this nonsense about your pores opening and shutting like a swinging door, in response to heat and cold. Besides, ice, applied directly to the face, *can* cause those little broken veins.

MAKE-UP

The first few months of your marriage is no time to experiment with purple nails or black lipsticks. Also, you don't need more than three lipsticks—light red, true red, and blue-red. Remember that yellow-reds pale under electric lights, but that blue-reds hold their own; however, they do look more artificial in the sunlight.

While you should use a foundation base to protect your skin, try the liquid or semi-liquid bases. Frances Denney's Under-tone is excellent; and, if your skin is not too dry, Helena Rubinstein's Town and Country Make-Up Film does a beautiful, light-weight job. For a big evening, when you want to look porcelain-like, try Max Factor's Pan-Cake Make-Up Base. It is a little drying, and, on a young skin, we recommend it only for special occasions. Another soothing liquid foundation is Germaine Monteil's Beauty Balm.

If you have a mussy eyebrow problem, here's a trick we filched from a model. Rub your moist index-finger and thumb over soap and shape your eyebrows with them. This will hold them in place all evening. Another model puts vaseline on her eyelashes, then powders them, and *then* puts on her mascara. She claims that it does away with beading and clustering. If you have dark hair and a suggestion of a widow's peak, you can exaggerate it with a brown or black eyebrow pencil. Don't apply the pencil directly to your forehead, but gather it up on a camel's-hair brush. The idea is to darken the little fuzz, not your skin.

A DELICATE QUESTION

Moving into the bathroom cabinet (why are they invariably too small?), there are some good tricks to fit its limitations. Deodorants and anti-perspirants belong here. Arrid is a nice, mild anti-perspirant cream that takes up practically no room. If you perspire freely, we probably don't have to remind you of Odo-ro-no Regular. One of the nicest, most fastidious deodorants we know is L'Orlé's. This comes in dozens of fragrances, smells and looks like a Cologne, but has definite deodorizing properties. While on the subject, introduce one of L'Orlé's simple odours, such as heather, to your husband.

For a close-quarters depilatory, try Imra, Chevalier Garde's creamy, perfumed hair remover, or the old standby, Bellin's Wonderstoen, which "circulates" the hair off. These are both for arms and legs, only. As summer is on the way and you'll be spending a lot of bare-legged time under a revealing sun, a good idea is to go to one of the Zip hair-removal salons and be Zipped.

PERFUME

Remember perfume is one of the most important items in your trousseau. Not for nothing have sweet scents been a part of romance through the ages. They are a tremendous memory stimulant...an illusion creator. Buy the very best perfume you can afford. You can, without feeling foolish, consult your fiancé about the fragrance. Remember, he has to live with it. Because fine perfume is expensive (so are fine diamonds), use it carefully. If you leave it in the sunlight, it will eventually fade. To preserve both the fragrance and the perfume, pour a little bit at a time into an atomizer, then reseal the bottle tightly, and keep it in a dark place till you need more.

Helena Rubinstein's

Beauty News

for sunny April

It's April in America—all over the land, days are flooded with sunshine—but that heavenly light can be cruel to faces that are not as clear and fresh as the morning dew. Helena Rubinstein goes right to the heart of things and gives you a simple routine that will send you forth reveling in the April sunshine that will reveal a more beautiful YOU!

"HERBAL" CLEANSING CREAM each night will do wonders in swiftly bringing a clean, fresh glow to your skin. Ideal for dry skin. 1.00, 3.00

EAU VERTE is the Stimulant your skin needs right after cleansing. Feel the tingling . . . delight in the glow that instantly enlivens your face. 3.00

NOVENA NIGHT CREAM insures a beauty sleep your skin will richly enjoy, gives it a soft, smooth, new Spring texture. Use it nightly. 2.00

SKIN CLEARING CREAM will awaken your skin each morning, clear away any trace of that dull, drab look. Leave it on a few minutes. 1.00, 2.25

CONTOUR ASTRINGENT should be patted well into your face and neck if your contour has drooped or relaxed even slightly 1.50

SPECIAL THROAT AND NECK CREAM should be massaged thoroughly into your throat if it is scrawny or has lost any of its youthful firmness. 2.00

NO MATTER HOW FAITHFULLY YOU USE the preparations Madame Rubinstein has recommended, put your face, hair, body into the hands of an expert as often as possible. Make a point of visiting the nearest HELENA RUBINSTEIN SALON periodically.

helena rubinstein

715 Fifth Avenue, New York

LIFE RED COMES TO LIFE

ON YOUR LIPS

WITH HELENA RUBINSTEIN'S "LIFE RED" LIPSTICK

Only Helena Rubinstein could have achieved this masterpiece—LIFE RED lipstick, to give your lips vivid young color, an inviting soft texture—the exciting vitality of Life itself!

LIFE RED, by Helena Rubinstein, is a warm, bright, friendly color that does wonders for every complexion—whether you're a sun-tinted goddess from California, a demure daughter of New England, or a smart Metropolitan siren.

LIFE RED on your lips makes your teeth gleam doubly white, heightens the sparkle of your eyes—brings new zest to your spirits! With the smartest of town clothes, or the most casual of country togs—Helena Rubinstein's LIFE RED is definitely *your* color! LIFE RED Lipstick and Rouge, 1.00 each. LIFE RED Nail Groom, for fingertips to match your lively lips, .60.

With your lustrous LIFE RED lipstick, wear HELENA RUBINSTEIN'S MAURESQUE FACE POWDER, a warm, vibrant shade that lights up your face with an exquisite soft glow. Helena Rubinstein Powders are treated with balsam, to protect your skin texture, besides. 1.00 to 3.50.

TOWN & COUNTRY MAKE-UP FILM, Helena Rubinstein's unique foundation, insures an exquisite soft finish to your make-up all day, gives it a lovely luminous look and keeps it lastingly fresh. 1.00, 1.50.

For Helena Rubinstein facial preparations and Salon treatments to complete your Spring Portrait, see the opposite page.

Copyright, Helena Rubinstein, Inc., 1940

helena rubinstein

715 Fifth Avenue, New York, and all smart stores

OTHER SALONS: BOSTON • CHICAGO • LOS ANGELES • TORONTO • LONDON • PARIS • SYDNEY

IRENE DUNNE *in* RKO-Radio's "MY FAVORITE WIFE"

TRY PAN-CAKE MAKE-UP

...Then look in YOUR mirror! You will see a lovely, new complexion!

This new, modern make-up creation originated by *Max Factor Hollywood* is really a make-up miracle.

- ★ ***It creates a new complexion by imparting a lovely, youthful-looking color tone.***
- ★ ***It makes the skin look soft and smooth.***
- ★ ***It helps conceal tiny complexion faults.***
- ★ ***It stays on for hours without re-powdering.***

So try Pan-Cake Make-Up, today's new fashion in make-up, and discover Hollywood's secret for a glamour complexion.

Max Factor ★ HOLLYWOOD

NEW PAPERS FOR THE BRIDE

WRITING papers are a matter of first importance. In addition to your quota of classics, choose some of these new papers for your new life.

First: Perfect for thank-you notes—and thereafter—this crisp, deckle-edged note-paper, with a hand-made look. Stern's

Second: This paper, simply marked, was destined for a man. But lots of you will take it for your own—especially if you like to type your informal letters. Lord and Taylor.

Third: Planned for a country house, this informal note-paper, engraved in dark red with the address and telephone number. (See that your guest-rooms are well supplied.) Stern's has this. (These three papers are by Eaton.)

Fourth: Not merely a smart, simple note-paper, but a great time-saver as well. The envelope is the self-sealing kind. Turn up the lower flap, press the upper against it, and that's that. This is a Kellogg paper at Wanamaker.

Fifth: Another great time-saver, this post-card by Eaton, with your name and address on the back. At Lord and Taylor.

BEAUTY EDITORS' ADVICE on Complexion Care—

Harper's Bazaar says—
First, last and always, don't forget soap and water to keep your pores free and unclogged . . . Grace Donohue has a special soap that lathers instantly and contains 15% colloidal sulphur, a recognized disinfectant and healing agent. It works wonders with blackheads . . . A brush, just forceful enough, comes with it.

Mademoiselle says—
Finally we were given a treatment. It was rewarding. First there is a real scrubbing with a colloidal sulphur cleanser via a little brush. This colloidal cleanser's action on any skin, dry or oily, is in direct ratio with the waste product the skin itself throws off. You are left clean, glowing with the smug knowledge that all impurities have been carried away.

Grace Donohue

Creator of the famous BLUSH CREAM offers

15% COLLOIDAL SULPHUR CLEANSER

GRACE DONOHUE IS FIRST TO INTRODUCE COLLOIDAL SULPHUR CLEANSER AS A COSMETIC. This amazing, water-soluble, solidified cream of 15% Colloidal Sulphur and other beneficial ingredients is highly recommended for blackheads, whiteheads, oily or dry skin. For greatest efficiency, apply with the COMPLEXION BRUSH, which stimulates circulation and reaches every tiny crevice.

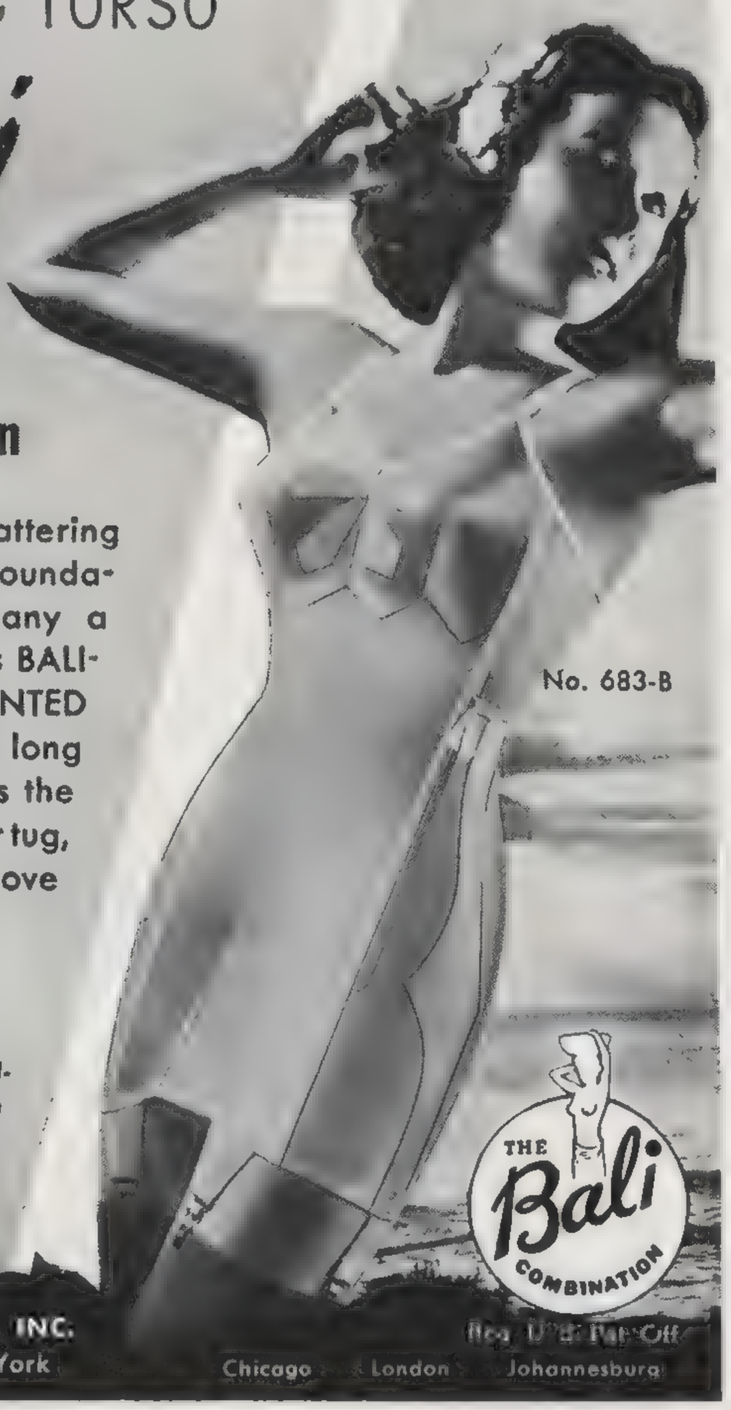
If unable to purchase at dept. or drug stores in your vicinity, order direct.

Grace Donohue Cleanser and Brush—$1.25
Sold separately—75c each

Grace Donohue Inc.
640 Madison Ave.
(dept. V-3) New York, N. Y.

BALI designing gives you the new LONG TORSO

the BALI Bow-Bra Combination



It's the most graciously flattering and gracefully feminine foundation you've seen in many a moon! The bra section is BALI-designed with the PATENTED bowknot separation. The long diaphragm control keeps the bust high without shoulder tug, makes your waist tiny above smoothly rounded hips.

$7.50

Of fine-weave preshrunk broadcloth and lastex with adjustable shoulder straps.

Write for FREE Booklet "A"

FAY-MISS BRASSIERE CO., INC.
8 West 30th Street, New York

Reg. U.S. Pat. Off.
Chicago London Johannesburg

introducing

the palm beach

for Mr. and Mrs.
for shirts and slacks
for shirts and shorts

neckertie

A new shirt fashion for men and women! Here are the imported, sheer cotton squares seen around every smart neck in Palm Beach. Tropical plaids . . red, green, blue, yellow . . woven by hand in five heady combinations. 27 in. 1.00 ea.

Handkerchiefs At Fine Shops The World Over

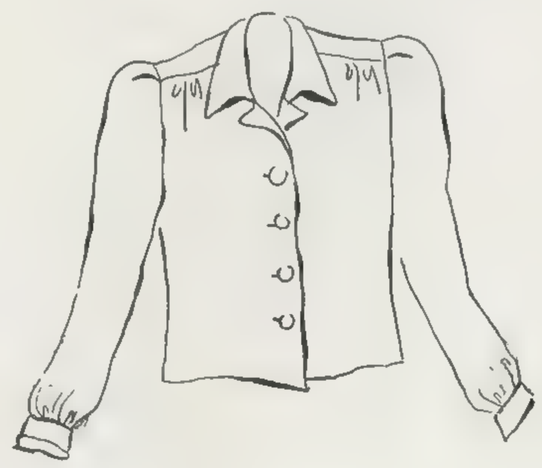
BLOCH FRÈRES de Paris

11 East 38th Street, New York
24 Rue St. Lazare, Paris

FOR THE INFALLIBLE SILK SUIT

WE show you, on page 87, the Infallible Silk Suit of black crêpe. We tell you to build on it, to make it your backlog. Here, on this page, is some fine building material—two blouses, two skirts, and a jacket, to ally with the suit and with each other.

The dollar-stretching implications of this stratagem are obvious. By adding any or all of these pieces to your silk suit, you have so many possible costumes that Wardrobe is the word.



To wear with the black silk suit on page 87, and with the beige sharkskin skirt below: a blouse of pale beige rayon sharkskin, gilt-buttoned. About $11

To top the black silk suit-skirt, or the sharkskin one—an expertly tailored and versatile jacket of clear blue wool flannel. Gilt buttons fasten it. About $15

That tremendously helpful item, an extra skirt—to wear with any of your blouses and/or jackets. It's of ribbed beige rayon sharkskin. It's around $8

To wear with your silk suit jacket—a dinner-skirt of the same silk. It's shown with a white rayon crêpe blouse; can go with the silk day suit. Skirt, about $18. Blouse, about $7

• All the clothes on this page may be found at Lord and Taylor

Now YOU CAN SEE

YELLOWSTONE

AT *LOWEST COST* IN HISTORY

For the 1940 season, the standard tour of Yellowstone National Park, via de luxe hotels, has been reduced to $36—less than ever before! And the sight-seeing Park tour in modern buses now requires only 2½ days. Yellowstone may be included more conveniently than ever on a trip to or from the Pacific Coast. The Northern Pacific serves Gardiner, Cody, Red Lodge and Bozeman—Gallatin. Go in one gate-way—out another, getting the most for your travel dollar.

Going to the Golden Gate Exposition in San Francisco in 1940? Don't miss Yellowstone! Costs nothing to get all the facts—just mail the coupon.

NORTHERN PACIFIC RAILWAY

Route Your Freight "N. P."

NORTHERN PACIFIC YELLOWSTONE PARK LINE

E. E. NELSON
313 Northern Pacific Railway
St. Paul, Minn.

Please send literature and complete information about the new Yellowstone Tour. I am planning a trip by train to _____

_____

Name _____

Street _____

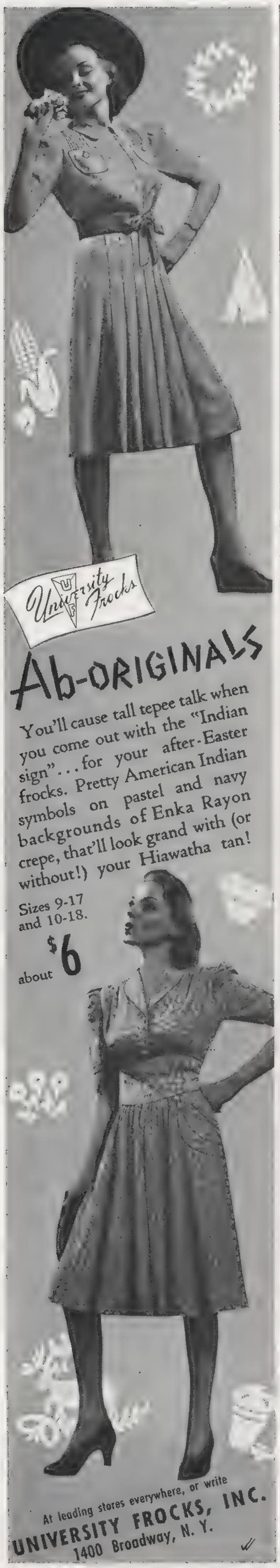
City _____ *State* _____

ROUTE OF THE AIR-CONDITIONED
NORTH COAST LIMITED

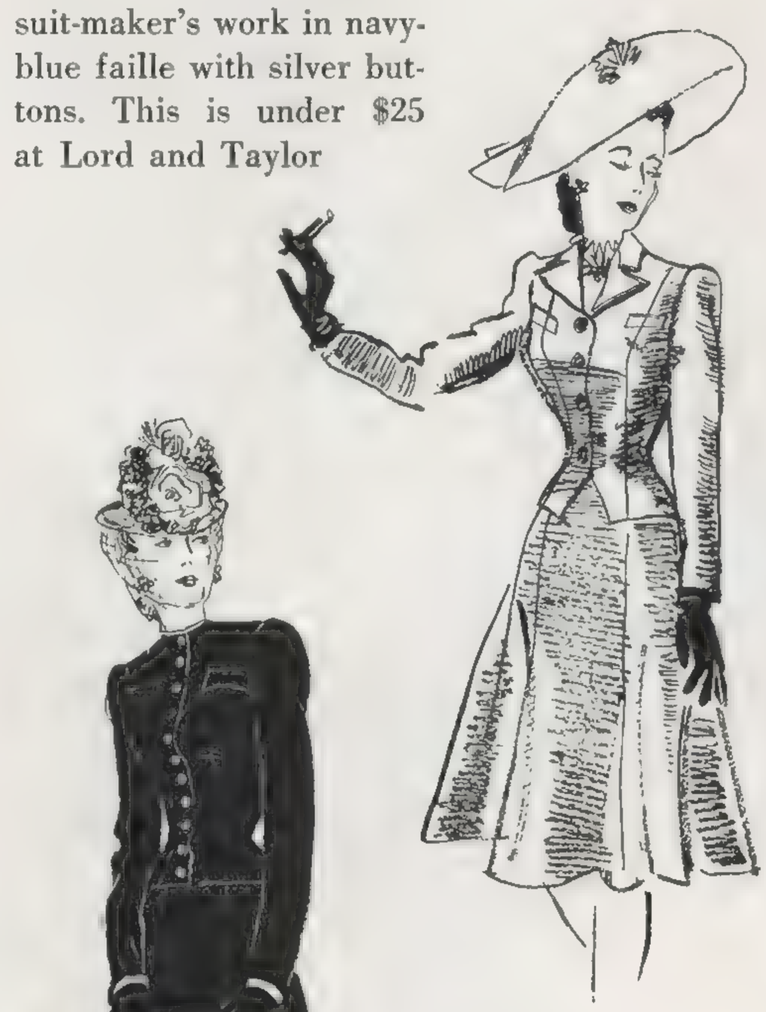
The Mercury 8 has soared to fame—
quick success unprecedented in the motor world.
Unprecedented, too, its achievement of thriftiness
with all the comforts of a big, luxurious car.
This year, two fleet convertible Mercurys invite you
to all outdoors. Rich leather seat upholstery to set off
your tweeds . . . proud, wing-smooth streamlines
to cause a stir in any company . . . and a light-footed
way on the road close to the speed and grace of flight.
Consider the Mercury as *your* personal car:
the Club Convertible for five, with automatic top,
or the new Convertible Sedan, seating six.
A few minutes at the wheel will delight you.

Mercury 8

BUILT BY THE FORD MOTOR COMPANY—DISTRIBUTED BY MERCURY, LINCOLN-ZEPHYR AND FORD DEALERS



MORE UNERRING LITTLE SUITS



Tailored with tradition—a suit-maker's work in navy-blue faille with silver buttons. This is under $25 at Lord and Taylor

With looks far above its price, this long-waisted suit of black wool from Pacific Mills is under $23 at Franklin Simon

Smooth and young and easy this suit of navy-blue Pacific wool, with lapels of white piqué. Yours for under $23 at Franklin Simon

A little suit with an expensive air. Black-and-white Glenurquhart plaid of Celanese rayon for less than $35 at Mary Lewis

Rhythm Romancer

for sheer blouses or just sheer smartness

What could be sweeter peeking through your blouse than a romantic Rhythm Romancer with broderie Anglaise? Rayon and Silk Satin About $3.

A Rhythm SLIP

At **Lord & Taylor**

And Other Fine Stores Everywhere, Or Write "PATRICIA" 136 Madison Ave., N.Y.

Meet DANGER

with lips that are *GLAMOROUS*

HOW many times a day there's danger that your lipstick may betray you! Lipstick Enemy No. 1 is glaring sunlight — for its crude violet rays can turn your lipstick to a cold, hard shade.

Louis Philippe Lipstick defends you from this — and other lipstick enemies . . . for it's an amazing *special type.*

Color-blended by a special process, its warm, glamorous shades won't turn cold and hard. Night or day, it gives your lips rich, glorious color — with the soft, warm, enticing bloom that's so utterly bewitching!

And Louis Philippe Lipstick thrills you in other ways. You can smoke, eat, or drink hot coffee without fear — for this wonderful lipstick won't smear or smudge.

Stays on for hours, too. In fact, you can *prove* how perfect, how lasting Louis Philippe Lipstick is . . .

Make the Elbow Test

Put some Louis Philippe Lipstick on the skin inside your elbow. Let it set a minute — then wipe off the excess. Bend your arm back and forth vigorously several times.

Now examine the patch of lipstick and you'll see that it hasn't smeared, smudged, nor lined. Notice, too, that water does not affect it . . . you must remove this lipstick with cold cream!

Louis PHILIPPE

For Complete Enchantment,

get Louis Philippe Rouge and Face Powder, too . . . ask for harmonizing shades by the same color number. They, also, are color-blended by a special process so that the shades won't turn cold and hard.

And that's why Louis Philippe Make-Up works a miracle of glamour for you. Night or day, it gives you the warm, inviting color — the soft radiance — usually seen only in romantic evening light.

LOUIS PHILIPPE LIPSTICK • COMPACT ROUGE & REFILL • FACE POWDER • ANGELUS ROUGE INCARNAT

DOBBS

"Debs"

SWEET BRIAR
$7.50

BRYN MAWR
$8.75

Two DOBBS hats you'll have fun wearing! Sweet Briar is a flip little roller with a scalloped carrousel brim . . . and Bryn Mawr is the wind-blown breton that's tops in style. Fine fur felt . . . . town and country colors . . . DOBBS accurate headsizes.

DOBBS
FIFTH AVENUE
NEW YORK'S LEADING HATTERS, PARK AVENUE AT 53rd AND FINE STORES EVERYWHERE.

FOR A BOUFFANT WEDDING

A bridal gown with skirt and shirred bodice of silk marquisette, joined by silk faille taffeta. About $85. At Lord and Taylor

Crinkled, flower-printed organdie for a bridesmaid's dress. Well under $50. Kalmour design. At Milgrim; Marshall Field

Foaming starched silk chiffon for a billowing bridal gown. It's high-necked and buttoned in back. About $70. Best

BALLET FACTORIES

(Continued from page 81) of the American scene as, say, its constant war between the liberals and the conservatives. In fact, the Ballet Russe is so much a part of the American scene that it's become the battle-field of just such a war itself.

Hailed only seven years ago as the harbinger of a new art to America, worshipped as a pioneer in a balletless wilderness, bowed down to as a civilizer of barbarians, to-day it is stoned as a fuddy-duddy by hordes of its own converts, the very kiddies who, only a few years ago, it taught to count entrechats. And yet of all the nice things that have happened to the Ballet Russe, this is really the nicest. For when it's surrounded by nothing but love, it is the very nature of a ballet company to sicken and die. It's a thing that's got to have controversy, a conflict, a good clean—or dirty, it doesn't matter—fight. It's not happy unless it's hated, too. Besides, hatred makes business better. The haters hate best at the scene of the crime.

BALLETOMANE VAGARIES

There is something about ballet that makes its addicts take it hard. A bad performance is taken as a personal affront; a bad ballet, as a slap on the cheek with a glove; a good ballet and a good performance, as a personal tribute—that is, unless some one else is found who agrees. When a balletomane agrees with another balletomane, that's torture for both. And so the Ballet Russe de Monte Carlo is all cosy and warm in the knowledge that all over the country it's built up pairs of opposing camps snarling away at each other in the best ballet tradition.

On one side, its defenders; on the other, its attackers. All the bricks hurled by the attackers are gathered up as roses by the defenders, and vice versa. What its supporters say is good about it, its detractors shout is bad. Then, what its supporters say is bad about its detractors, is the very thing they know is good. Call the "Ballet Russe de Monte Carlo" Royalist, Bourbon, Republican, Tory, conventional, conservative, decaying aristocracy—the defenders like those names. Call the attackers radicals, Reds, malcontents, Revolutionaries, peasants—they love it, that's what they yearn to hear.

But one side's story at a time. The aristocrats' (that's the billing they really prefer): The "Ballet Russe de Monte Carlo" is successful, healthy, vigorous, and prosperous because it's proud to be good and lively theatre. It's taken the masses out of the movies into the opera-houses because it gives them a bang-up professional show. The more straightforward the story, the fewer the abstractions, the prettier the performers, the splashier the productions—the larger and happier the audience. Where is it written that it's shameful to pack houses, and not with passes, either.

AND THE BALLET THEATRE

It offers no social significance, indeed not. Does ballet have to have that, too? Need it do more than stir the senses—must it argue politics? Look what it's done for modern art. Whoever goes to the Ballet Russe looks at a modern art gallery whether he wants to or not. What's the Ballet Russe, with its French and Spanish and Russian ways got to do with America?—you ask. America is a young country; it took hundreds of years, and the patronage of the aristocracy, to develop the Russian Ballet. In time, no doubt, there will be an American Ballet; but don't be in such a hurry, don't be so, so, well—American, about it.

"The Ballet Theatre?" Oh, yes, "The Ballet Theatre." A good title. That was the rather, well, aspiring organization that offered three weeks of dancing at the Center Theatre in January, wasn't it?

It was organized and run, wasn't it, by Richard Pleasant, a young balletomane who had been greatly interested in the Mordkin Ballet, and by Alexander Kahn, a rather oldish, sad-faced Russian? They managed to collect and spend, didn't they, some quarter of a million dollars in those three wonderful extravagant weeks? Didn't they have a large company, and Alfred Smallens to direct the orchestra? And didn't they have sets and costumes by lots of fresh designers? And that's where the money went, for salaries and costumes, props and lighting and sets.

And the money at the box-office? The first week, there was mostly paper, wasn't there? And the second week, the cash customers began coming, and by the third week, even the balcony had to be opened for the cash customers—but it was too late, wasn't it, to recoup?

And all the while, the devotees of the Ballet Russe kept making nasty cracks, didn't they? They were disgusted with the audiences, with the unchic crowds just liking ballet; they were saying that the differences between the audiences at the Metropolitan and at the Center Theatre were the differences between silk and cotton, between Princeton and state universities. And when the capital was gone, the ballet just stopped, didn't it?

A laudable effort. Eager, well-meaning, h'mm. The ballet corps did seem a bit athletic, didn't it, rather like Atalantas than Terpsichores. The principals, who were they? Ah, yes, "The Ballet Theatre," whatever became of it? Returning perhaps in the spring, but surely sometime? If it ever does, that will be interesting. Meanwhile, while we're waiting, isn't it nice that we can enjoy the years looking at the finished perfection of the Ballet Russe?

Now the peasants speak (that's the name that they prefer. It's earthy): Finished—you said it. A private monopoly, eking out its profits from past glory, operating on snob appeal, waving fading European glamour to bedazzle the yokels, not even alive enough to know it's doomed, doomed, doomed. Hanging its stages with static art to distract them from the meaninglessness of its dancing. What has it got to say? Can the pretty little fancies that beguiled the courts of Europe speak to America, 1940? (Cries of no, no, and yes, yes.) Already it's fraying around the edges like its screaming, bloodless first-night audiences, those Crœsuses with hearts of gold, minted and stacked, who flee clutching them at the very whisper of "American Ballet." When will America shake off the thrall of Europe, take joyous pride in itself? And so on, and so on. You catch on.

DOBBS

"Angel Face"

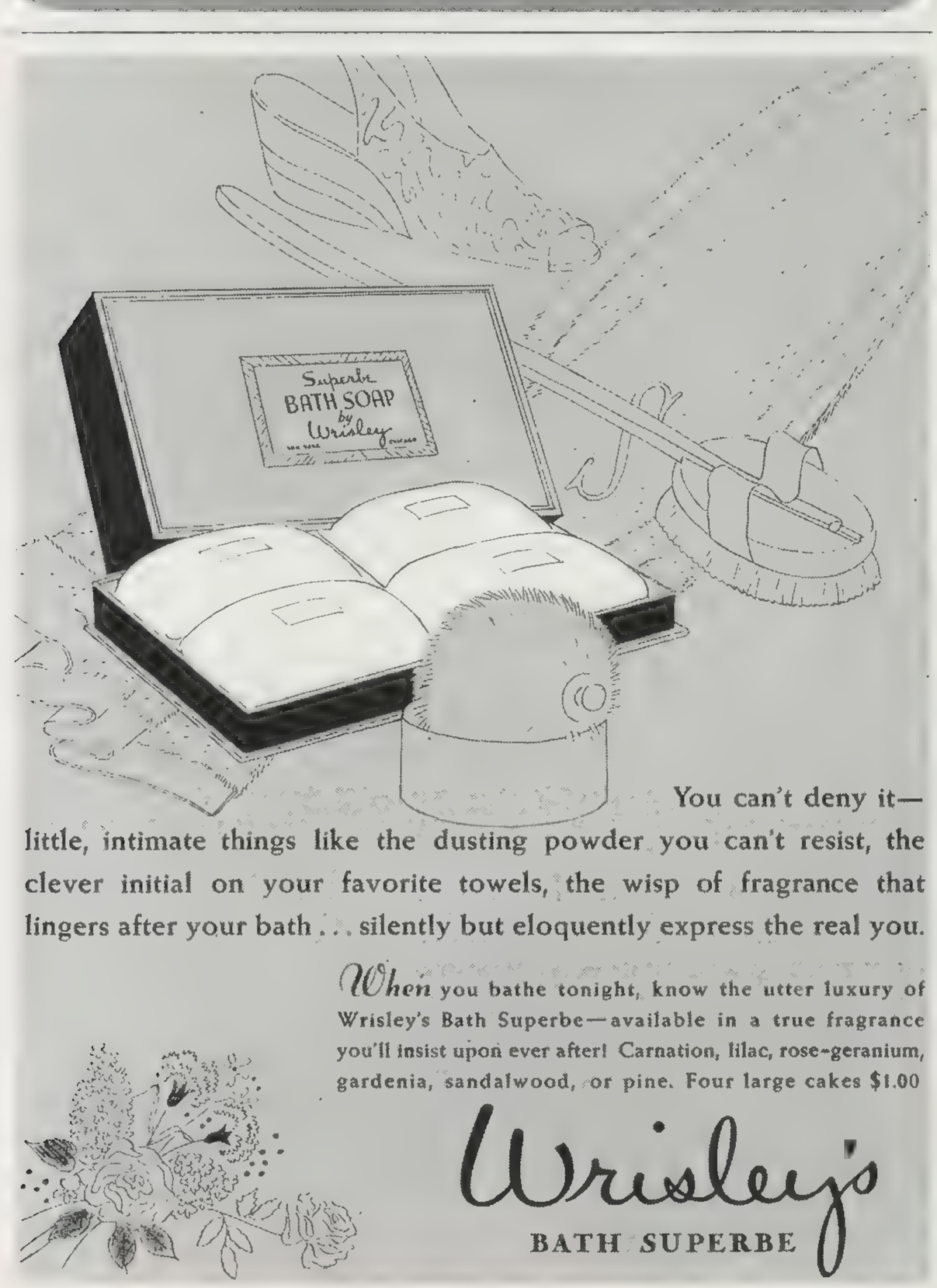
$7.50

To try it is to buy it! Another DOBBS triumph . . . framing your face in the most irresistible brimline of the season. Wear it up or down . . . in white . . . in pastels . . . in bright or dark shades. Dobbs accurate headsizes.

DOBBS

FIFTH AVENUE

NEW YORK'S LEADING HATTERS, PARK AVENUE AT 53rd AND FINE STORES EVERYWHERE.



"THE BRIDE'S MOTHER WORE . . ."

(Left) For a small, quiet wedding: this dress of grey rayon crêpe, with a lace vestee and a flattering hip-length jacket

(Below) Soft drapery for this dress of grey silk chiffon, lace-paneled at the back, nice for a more formal wedding

(Above) Alençon lace in bands on this dress of grey rayon crêpe, with slimming lines to make her look even younger

(Right) Complimentary colour—pale blue—for a dress of silk crêpe and lace, with a back-belted bolero for added grace

• All dresses and hats from Best

Town Trotter

a Criterion* Original

Smart and sleek is *Your BELT For APRIL* designed to glorify the new feminine silhouette. Lustrous patent leather, intriguingly cut and tailored . . . in every high-fashion Spring color. About $1.50, slightly higher in Canada.

SLOTE & KLEIN, INC. • NEW YORK
Stylists of belts for women

*Reg. U. S. Pat. Off. Copyright 1940, Slote & Klein, Inc.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

261	$2.00	322	$2.00
314	2.00	S-4213	1.00
317	2.00	S-4220	1.00
318	2.00	8683	.60
319	2.00	8685	.75
320	2.00	8686	.75
321	2.00	8692	.50

Dreams Come True with Flatternit...

Adieu to all strain and streaks at the ankle ...here is a flatter fabric that's *different*... with less snag-catcher ribbing, clearer texture, finer weave. The luxury look you adore in these full fashioned and full o' fashion lovelies . . . *plus* the advantages of new process all-in-one construction that assures longer life. Choose from styles with unique features, such as the famous Wearex Toe, Proportioned Fit, Dainty Seams, in thrilling new shades, at the better stores.

Huffman FLATTERNIT Hosiery

©1940.

HUFFMAN FULL FASHIONED MILLS, INC. • MORGANTON, NORTH CAROLINA

Venus Foundations

Sculptured To The Figure

POSSESS a fashion silhouette—wear this "TWINETTE STRETCH"* girdle by *Venus* and have your figure sculptured in dainty batiste and Lastex.

"TWINETTE STRETCH" with waist-line adjustment—side Talon fastener.

Venus bra creates a high, rounded, natural bosom. Featured: Girdle No. 7355, **$5.** Bra No. 3309, **$1.** Other *Venus* styles, $3.50 to $15.

*Reg. U. S. Pat. Off.

•

For **Free Figure Analysis** *and Name of Local Dealer, Write Jane Jackson, Stylist*

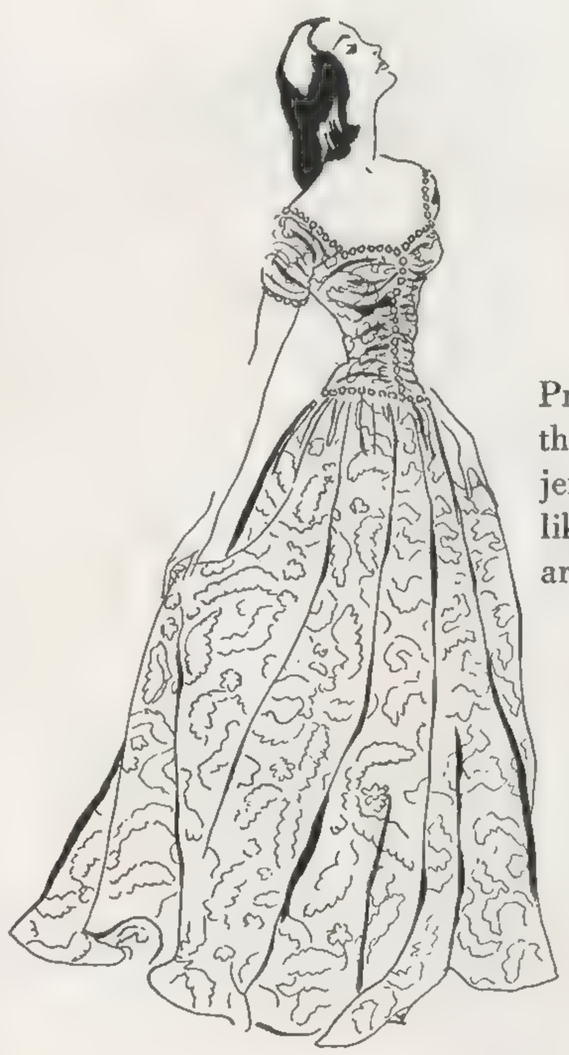
•

VENUS FOUNDATION GARMENTS, Inc.
123 N. Wacker Drive
Chicago, Illinois
NEW YORK SAN FRANCISCO

YOUNG IN HEART, YOUNG IN PRICE

Left: Blue—jacket and waistband. Red—brief bodice top. Blue—the full skirt. Of rough-weave spun rayon. Under $20; Altman

Yellow, like a duckling's fuzz—this romantic dress of rayon chiffon. Nice for a young trousseau. It's about $20; Franklin Simon has it



Printed with lacy flowers—this pale blue and white jersette evening dress, stem-like of torso. The price: around $20. Altman has it

Red and blue handkerchiefs of rayon chiffon make the bodice of this dress. Skirt; white rayon sharkskin. About $20; John Wanamaker

Lady

WATCH YOUR STEP

Watch out for burning, aching feet that make you look and walk like a tired, old woman! Step into a pair of trim young Betty Barrett Shoes . . . and walk lightly, with natural grace and youth!

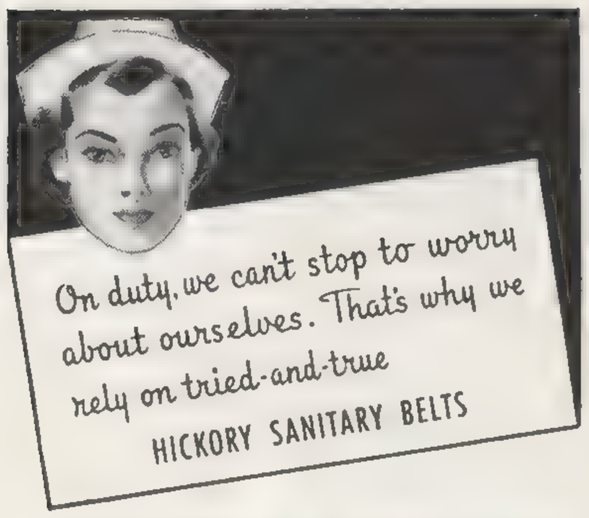
The style is outside, the comfort inside . . . marvelous comfort that comes from an exclusive insole, made of a soft, resilient mixture.

Betty Barrett

Shop-hound

to the front!

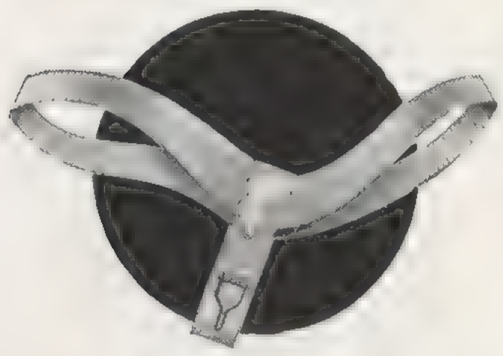
Shop-hound explores the fine shops of the country and now reports her discoveries in the *front* of the book. You'll find her on pages 36 through 41.



Thanks a million for the tried-and-true comfort of soft s-t-r-e-t-c-h-y Lastex

HICKORY SANITARY BELTS

- *we like the peace-of-mind security*
- *the perfect woven-to-shape fit*
- *the soft stretchy Comfort*
- *the easy-to-freshen daintiness*
- *the complete absence of bulk*
- *the flat, dependable "Marvelox" Grip*
- *the thrifty price and long wear*



You, too, will prefer the easy-to-wear simplicity of reliable sanitary protection assured by HICKORY Lastex Belts. At your favorite Notions Counter: with "Marvelox" Grip or taped-on safety pins: 25c—50c.

A. STEIN & COMPANY • CHICAGO

KREME-SKIN Gloves

PROTECT, SOFTEN, WHITEN YOUR HANDS *at work or play*

Here is an easy, practical method of hand care—gloves that protect and beautify, *both at the same time*. Worn for GARDENING, DRIVING, HOUSEWORK, etc., they give comfortable protection from dirt, scratches, and damage to the manicure. At the same time the soft lamb leather, permanently cream-treated, gives a continual beauty massage, softening and whitening the hands. Washing gloves won't impair this treatment. At toilet goods, glove, gift or specialty counters — or send $1 and glove size to NATIONAL GLOVE CO., Dept. V-40, Columbus, Ohio.

TURNS WITH A GOURMET

By Bertina Foltz

IF you go to 965 Madison Avenue, you will find not only some of the most delicious cakes and candies you ever tasted, but you will also find a combination of two famous names in the food world.

Emma Bruns has been making her candies herself in her own kitchens for sixty years. Mrs. Roach (the mother of Miss Roach who is now carrying on the business) started her famous cakes for the New York "carriage trade" some forty years ago. Now, the cake and the candies have come together in the same shop. The kitchen in the back is divided neatly in half, and, as the candies emerge fresh daily from one side, the noble cakes come forth from the other.

Mrs. Bruns has a brand-new sweet in her glazed cashew-nut brittle that is a favourite, but it is the old loves to which her customers remain loyal. The bonbons are so pretty you think they can't be as good as they look, but they taste even better. There is a violet bonbon with a chocolate filling that makes you feel as though you should be reading a French novel when you eat it, and some are filled with a ground hazelnut paste that is like nothing we ever tasted before. The caramels are probably the most famous of the lot, and there are after-dinner mints in every colour except blue; you can't have blue because Mrs. Bruns has found that won't work.

The best known among the Roach cakes are the fresh cocoanut and the orange. Mrs. Roach started in New York with other varieties, but, when she opened a shop in Palm Beach, there were oranges and fresh cocoanuts practically at her front door, and when she used these, Palm Beach Cakes became a sort of label for her cakes in general. They are served under that name at such restaurants as the Waldorf and Sherry's, and the Metropolitan Club has made a specialty of them for years.

You order these cakes a day in advance (the telephone number is REgent 7-0104), because each one is made to individual order. Our personal love is the chocolate-cake, the cake light as a cloud, the frosting really frosted, not sticky. There are also cup-cakes in all the different varieties, as well as brandy puffs, something new to us, and miniature éclairs and cream puffs.

• We write frequently in these pages of the pleasures of having a bottle of wine at the table—not necessarily a *grand cru;* not a bottle over which you have said a ritual in your wine-cellar, but a good table wine, served in a flask or decanter.

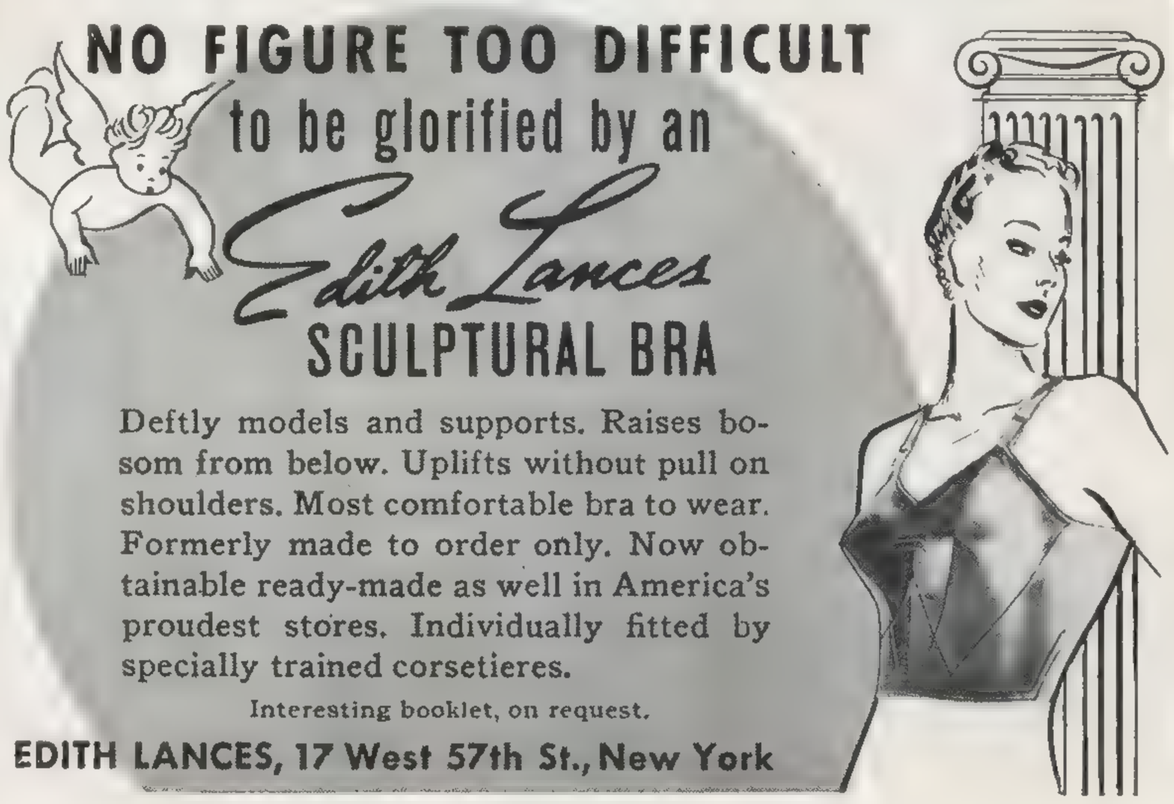
To echo our thoughts, along comes an excellent Chianti—Chianti Cappelli—imported from Italy. This Chianti is produced from the grapes in vineyards in the "restricted zone of Chianti," which means the places where the finest grapes grow. Only the wine from this restricted area is regarded as classic Chianti, and it bears the seal of a rooster on a golden disk and the label "*classico.*" Chianti Classico Cappelli has a fine full body, without being heavy, and a pleasant bouquet. It has been aged in oaken casks for five years before it is bottled in plain bottles or in the wicker flasks that are so effective on informal tables.

A new use for Chianti is the Cappelli Cocktail, which is made with one part orange-juice, two parts of the wine, a twist of lemon-peel, and a dash of Seltzer, stirred well with ice. We tried it and thought it nice, but more of a summer drink than a cocktail, one of those drinks to serve in a tall, crystal pitcher, for leisurely drinking of a summer's afternoon.

You will find Chianti Cappelli in wine and liquor stores in plain bottles or the wicker flasks.

• A new cocktail tidbit is going the rounds, known as Bakon Krispies. These are a sort of bacon crackling, and they come, oddly enough, out of Hollywood. They are made of finely ground bacon-rind, which is rolled out flat like a ribbon, then curled into the little swirls that are the Krispies.

These come out of their bags crisp enough to eat by themselves with drinks, or they can be pulverized and sprinkled over cream or cottage-cheese on rounds of toast. Actually, these are versatile bits to be used in practically anything in which you wish to add the flavour of bacon. A final sprinkling of the crumbled Krispies, for example, is delicious on a casserole of spinach *au gratin.* We found the Bakon Krispies at Hammacher-Schlemmer's Connoisseur's Corner.



ADMIRATION HOSIERY in the new spring fashion shades is a reflection of the smartness of Hollywood as America's undisputed style center. Worn by all stars in the Universal Studios, by the charming stewardesses of the American Lines and by millions of alluring women everywhere. Admiration is sold by most all good stores and is popularly priced.

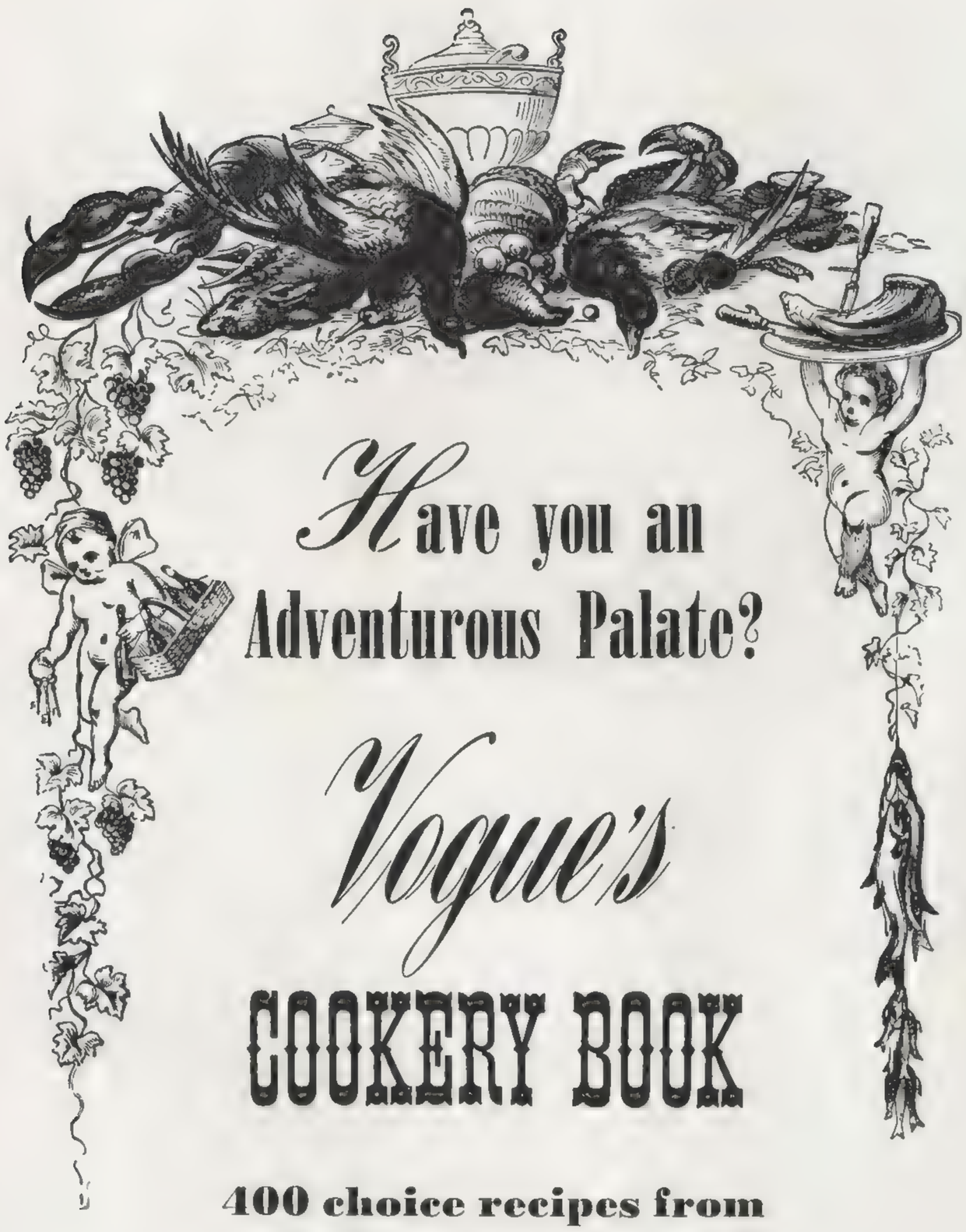
And now that the knee line is again showing, you will be more cautious than ever to dress your legs their loveliest, for after all they are your greatest charm. Admiration Hosiery is sheer as cobweb . . . the Vitro-Finish insures longer life. Be sure of the Admiration Mystery Twist Weave. Look for the question mark.

Cooper, Wells & Co.

ST. JOSEPH, MICHIGAN

Makers of Fine Hosiery Since 1878

"FOR THE WOMAN WHO CARES"



Have you an Adventurous Palate?

Vogue's COOKERY BOOK

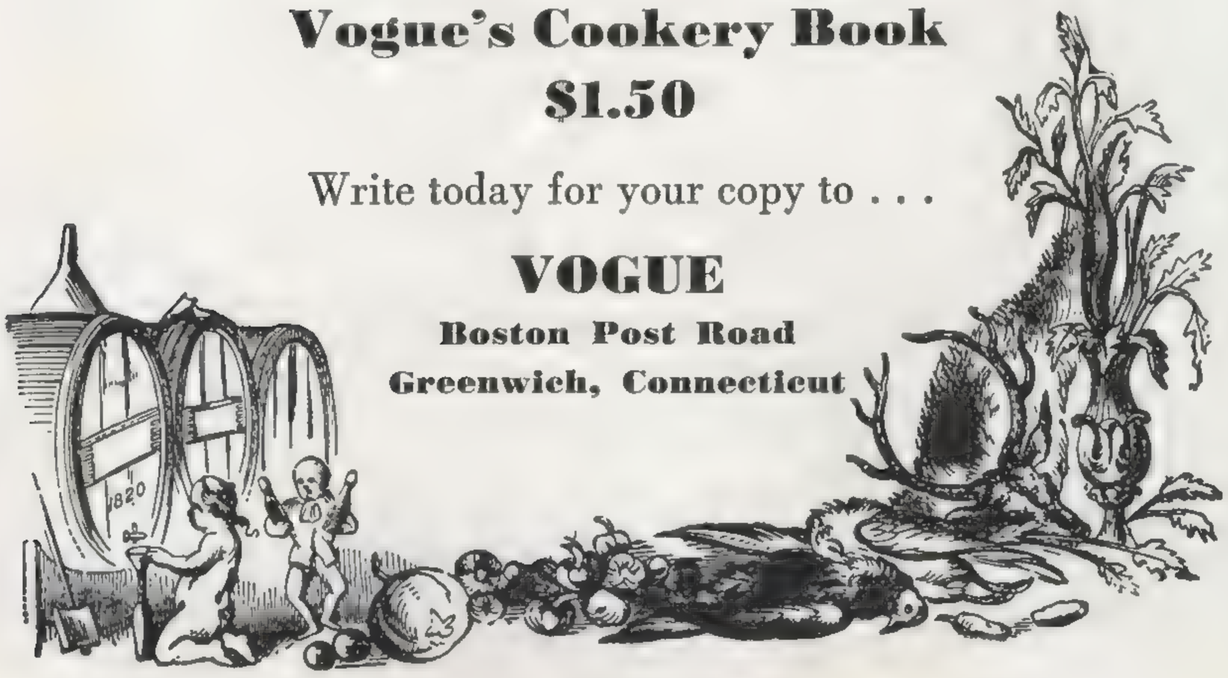
400 choice recipes from British, French, and American Vogue

Sausages in wine, tongue au gratin, braised pigeon, chestnut purée, walnut mocha cake and blazing peaches are only a few of the unusual dishes that you can create in your own kitchen with Vogue's Cookery Book as your guide. Its 400 recipes, nosed out by the editors of French, British, and American Vogue, are the culinary cream of a dozen different countries—as interesting to prepare as they are exciting to taste.

Vogue's Cookery Book
$1.50

Write today for your copy to . . .

VOGUE
Boston Post Road
Greenwich, Connecticut



SPRING SHOE TROUSSEAU

VITAL, and fundamental part of a trousseau is your shoe wardrobe. On these two pages, you'll find one complete. If you're starting from scratch, you'll want all of them. And at least you'll probably—bride or not—want some of these to supplement those you have.

Here, then, is your Complete Coverage. All the way from the most bride-like mules built on graceful, classic lines, to your rough-and-ready country shoes. Add some for evening and late afternoon. And a pair of suède shoes for general town wear is a must. (Suède continues on into spring, these days.)

MULES FOR THE BRIDE: softly twisted and draped white satin. Or they could be dyed to match négligé or lounging pyjamas. Saks-Fifth Avenue

SHOES FOR THE RESORTS: of vivid yellow canvas, side-laced, with a snipped-off toe and a low wedge. These are by Joyce. At Bonwit Teller

FOR COUNTRY LIFE: an old favourite, the moccasin. Of sturdy, but flexible tan calfskin, all hand-sewn, with the flattest of heels. Bonwit Teller

TOWN-AND-COUNTRY SHOES: the kind you like with your tweed suits. Oxfords of classic, smooth calfskin, with a leather walking heel. At I. Miller

FOR THE BRIDE

FOR TOWN WEAR: the all-important black suède shoe you wear in spring, now. It's elasticized for a smooth fit, and placed on a wedge. At I. Miller

FOR AFTERNOON: classic black patent leather opera pumps with a high heel. For dressed-up occasions, add the cut-steel buckles. Bonwit Teller

FOR LATE AFTERNOON: light-looking black suède sandals with low heels. The kind that go well with your bengaline afternoon suit. Jay-Thorpe

FOR YOUR DINNER COSTUMES: red suède sandals on a high wedge heel. You'll find they go with almost any dress or suit. Saks-Fifth Avenue

VOGUE STUDIOS

FOR EVENING: soft knots over the toes of these black satin and gold kid slippers with wedge heels. These, too, are versatile. At Saks-Fifth Avenue

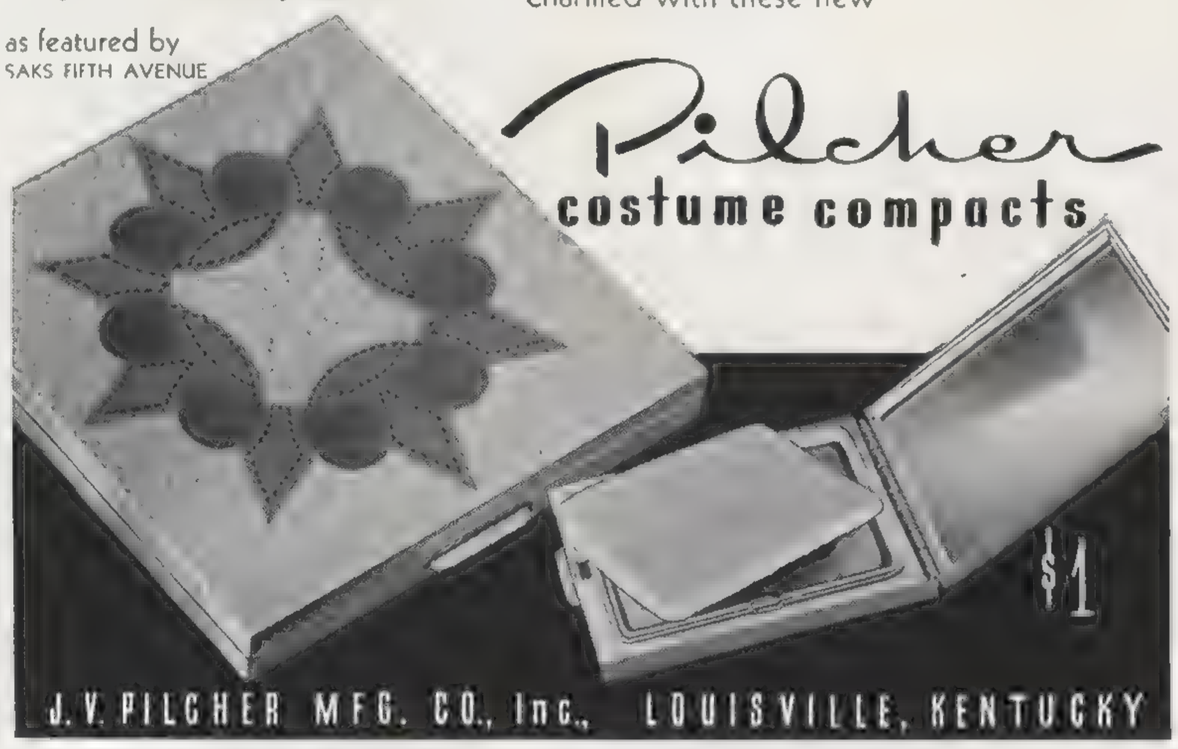
Compact of the month!
TRADEMARK

IN AUTHENTIC QUILT DESIGNS
..as styled by Pilcher

As American as "My Old Kentucky Home"
as featured by SAKS FIFTH AVENUE

From early American heirloom and museum quilts comes the famed Full Blown Tulip design (illustrated) . . the Dresden Plate . . and the Wedding Ring . . to grace Milady's spring costumes. In pastels and vivid contrasting colors, you have a choice of twelve exquisite reproductions on a 2 7/8-inch square, loose powder compact. You'll be charmed with these new

Pilcher
costume compacts



J. V. PILCHER MFG. CO., Inc., LOUISVILLE, KENTUCKY

TODAY IS MY 37th BIRTHDAY

TOMORROW I SHALL APPEAR 15 YEARS YOUNGER

This morning at eleven, I have an appointment at my beauty salon. While I relax in a soft chair, gentle fingers will hide my drab, lustreless hair in a soft foam of soapy bubbles. I shall close my eyes, rest easily...and when I open my eyes, I shall stare gratefully at new, glorious, bronze-lit hair. I shall forget my 37th birthday. My hair, my new youthful looking hair, will affect my whole being. My eyes will sparkle, my back straighten. I shall walk out feeling 15 years younger, for I shall have given myself the birthday present of an Eternol Treatment.

"YOUR BEAUTY OPERATOR KNOWS BEST"

Eternol TINT OIL SHAMPOO

RECONDITIONS, TINTS, CLEANSES IN ONE SIMPLE OPERATION

PARAGON DIST. CORP., 8 WEST 32nd STREET, NEW YORK, N. Y.

Clip this Reminder

I resolve to have glorious Youthful Looking Hair STARTING TODAY! I will telephone my beauty salon for an ETERNOL Tint Oil Shampoo.

THESIS TOPICS IN

VOGUE'S 5th PRIX de PARIS

CAREER CONTEST FOR COLLEGE SENIORS

Below you will find the subjects for the Prix de Paris thesis. Choose any one of the five topics suggested. Vogue will purchase for publication the five best theses submitted. No article may exceed 1,500 words in length. It must be in our office not later than May 1.

Only entrants who have been notified that they have passed the quizzes are eligible to submit a thesis.

THESIS TOPICS

1. Suppose that the feature editor of Vogue has given you an assignment for a non-fashion article. Write on some provocative phase of one of the following subjects: art, literature, theatre, motion pictures or travel.

2. Suppose that you have $600 a year to spend on your personal appearance—including clothes (outer and under), shoes, accessories, cosmetics, beauty treatments, etc. Write an article explaining your clothes philosophy and describing how you would budget your allowance.

NOTE: Topics #3 and #4 are divided into two parts. Both parts must be answered, but only the answer to part (B) of each topic will be considered for one of the five cash prizes.

3. (a) Suppose you are in charge of Vogue's editorial policy. Tell in outline what you would do to increase your contemporaries' interest in Vogue. Select from past issues three features which you consider particularly appealing to your contemporaries. Suggest six new features.

   (b) Write an article on your contemporaries' tastes and interests—a thumb-nail sketch of the girl of today.

4. (a) Assume that you are the editor in charge of the college fashion pages in the August 15 issue of Vogue. What kinds of clothes (campus, off-campus, etc.) would you feature, and in what price range would they fall? How much space would you allot to each of the various types of clothes you select? In a brief paragraph, suggest the manner in which you would present them. (You may revise the college fashion pages of last year's college issue—August 15, 1939—or suggest your own pages.)

   (b) Write an article of advice on college fashions addressed to the incoming freshman class.

5. Write a "profile" (character sketch) of the most interesting person you know.

VOGUE COVERS

Parties around town

Charity parties, and plans for them, are fairly be-spangling the town these days. All the imaginable worthy causes, and they are all really worthy ones, and the enterprising folk who are working for them, have combined to produce a perfect spate of entertaining and original ideas.

Just the sound of the name Saturday Club sounds convivial, and the Sert Room at the Waldorf-Astoria is as good a place as the town can show for a convivial gathering. Now, we have the Sert Room and the Saturday Club combining to announce six Cabarets, to be held on successive Saturdays, for the benefit of two local and four allied charities. They announce that the public is welcome, too.

Each Cabaret will be a complete entertainment in keeping with the spirit of the evening's beneficiary. The first one, on March 23, is "Paris Chantant," for Le Paquet Au Front, with the Sert Room all done up like a Paris *boîte*, a Gallic Cabaret, and a couple of orchestras, also George Stefanescu's Pipes of Pan (remember them at the Roumanian Pavillion last summer?).

For March 30, they are having the "Help Finland Cabaret," again by popular demand, as it was such a howling success the first time. This will be for the Finnish Relief Fund.

Then, on April 6, a Cabaret for the Salvation Army's current relief campaign.

"A Night in an English Music-Hall," with all the fixings, is scheduled for the thirteenth of April, the proceeds going to the Bundles for Britain. For the benefit of the Greater New York Fund is the enticement on April 20, in the form of the "Sidewalks of New York" Cabaret.

The final Cabaret, on April 27, is to be "A Night in Scandinavia," for the benefit of the American-Scandinavian Field Hospital, and is to be held under the patronage of Their Royal Highnesses Prince Carl and Princess Ingeborg of Sweden.

The news is already all over the place about the super-colossal effort that the Allied War Charities is going to make for its Allied Relief Ball at the Astor Hotel on May 10.

This promises to be The party of the year, with a sort of old Beaux Arts Ball atmosphere about it, and an expected attendance of at least four thousand. The two best bands available at the time in New York will be on hand, also a miniature Diamond Horseshoe installed by Billy Rose himself, and a Fair and a continuous cabaret show.

Wonders to see, and wonders to perform, and there will be a lot more heard about this anon as the day draws nearer.

New Holland House

The Holland House Corporation of the Netherlands is responsible for Holland House, now open in Rockefeller Center. Holland House is the center of the Corporation's activities in the United States—activities which consist of promoting and stimulating the interchange of cultural and economic relations between the Netherlands and this country. These include such things as travel bureaus, and business information services, and all services which will help to bring the two countries closer in social as well as in business and artistic fields.

Among other activities are plans for a series of exhibitions of various phases of Dutch art. Scheduled for March 15, on through April 15, is an exhibition of seventeenth-century Dutch Masters, to be followed by the Van Hoch Exhibition, which is coming from San Francisco and will remain on view until May 15. The decorator of Holland House is Nicolas, famous Dutch artist who has gained great recognition for his work in stained and in burnt glass.

He was responsible for the uniquely beautiful glass dining-room on the *Nieuw Amsterdam*, pride of the Holland America Line, and has recently completed two memorial windows to Queen Wilhelmina in the Royal Church in Amsterdam. Other examples of his work are in the famous modern City Hall and in the Radio Hall of Helversoom, the Boymann's Museum at Rotterdam, and the modern Municipal Museum in Amsterdam. His wife, who is a sculptress, did the stucco work in the banquet-hall of the new Holland House.

Manhattan Bistro

With hundreds of French restaurants to choose from in our great city, one of our favourites is also one of the lowliest. A real *bistro*, the Normandie over on Forty-Sixth Street, just west of Eighth Avenue, is as French as a *boîte* in Montparnasse. Patronized by bourgeois French circles who know, and demand, good cooking, one hears practically nothing but French spoken.

There's a small dining-room in the rear, but it's more fun to take a table in the bar. There you can watch Madame mix an Amer Picon, Vermouth Cassis, or Pernod for her Gallic cronies. In pre- (present) war days, the bar-flies usually included sailors and stewards from the French Line ships at the end of the street—and even now you see a few of these "interned" on the *Normandie*, who have popped in for a beer or a *vin rouge*.

THE TOWN

You dine on whatever the chef has prepared for the day—and you'll dine very well indeed. Nothing fancy. Just good, simple, French cooking.

Don't expect the super—remember we described the Normandie as a *bistro*—but do expect real French flavour in more ways than one.

Theatre Arts Exhibit

If you are a consistent theatre patron; if you are interested in the work being done by some of the young people of the country in an ancient and increasingly difficult art; or even if your only qualification is that you once yearned for a toy theatre of your own, you will find much to see at the Theatre Arts Exhibit at the Mayer Galleries, at 41 East Fifty-Seventh Street.

Actually the main object of the show is to give the public and some producers an idea of the really excellent work being done in the field of theatre arts by young people—some of them hitherto unrecognized, most of them in their early twenties. However, there are many examples of the work of well-known scenic designers.

There are to be about twelve models—little theatres in miniature—complete with furniture, drapery, backdrops, and lighting. The set for "Life with Father" is a perfect little model of a Victorian drawing-room—antimacassars, chandeliers, portières, everything to scale. And among the entries from the younger artists are several star pupils of Donald Oenslager of the Yale Drama Department.

The Exhibit, which will close on April 6, was prepared and organized by Miss Aimée Crane; and the roster of patrons is impressive, including Mr. Frank Crowninshield and Orson Welles, and Dr. Elmer Nagy, Curator of the Theatre Arts Department at New Haven.

At the art galleries

With every one feeling better about everything now that spring is upon us, the gallery-goer will find much to rejoice at this month, since there seems to be a terrific bustle in the art business. Of half a dozen important shows in town, here are three that should go on every one's calendar.

At the KNOEDLER AND COMPANY GALLERIES, from March 18 to April 6, an exhibition of Portraits of the Italian Renaissance. The exhibition, whose advance sales of tickets for the opening day have already reached enormous proportions, is being given for the benefit of the Lenox Hill Neighborhood Association, and includes fifteen portraits from the Samuel H. Kress Collection, as well as other Italian portraits from outstanding American collections.

The Kress pictures include Titian's "Lady in Green," and examples of the work of Fra Filippo Lippi, Giovanni and Jacopo Bellini, and a dozen others.

On view at the DURAND-RUEL GALLERIES, 12 East Fifty-Seventh Street, from March 26 through April 13, will be an exhibition called The Four Great Impressionists. The proceeds of the exhibition will go to the American Friends of France.

The exhibition will consist of works by Renoir, Degas, Manet, and Cézanne, and include several paintings never exhibited before, and others new to galleries in this country.

In the more current vein, and in another field of the arts, is the Sculpture Festival at the WHITNEY MUSEUM. The National Sculpture Society held its last exhibition in New York some seventeen years ago, so it's to be expected that many members of the new generation of sculptors who have grown up since then will give the public an opportunity to view their work.

All living American sculptors, whether they are members of the Society or not, are eligible. The Exhibition will be open from April 3 to May 3.

Town gossip

The Nine O'Clock Club is now open at seven P. M. for dinner. It is kept in range of the Young Fry's bill-fold. One-fifty, from soup to nuts....

....The luncheon fashion show for the benefit of the Generosity Thrift Shop will be held in the Grand Ballroom of the Waldorf-Astoria on Tuesday, April 16....

....The lecture demonstrations at the Museum of Costume Art. International Building, Rockefeller Center, will continue on Wednesday evenings through April 3. The lecturers include John Frederics, Lee Simonson, and Robert Edmond Jones....

....The Hotel Lexington's Cape Cod Room is first in New York to have television broadcasts nightly. The wrestling shows are fun....

....Sherry's revises a famous when-every-man-about-town-was-a-gourmet-dish. It is Capon Sauvaroff and still up the gourmet's path....

....If you become confused because your favourite book-shop looks like a florist shop (and who can be sure of anything these days), it is because April 1 to April 6 is Garden Book Week. You can read about your next summer's garden. It is easier than planting and tending it.

....In the Trianon Room of the Ambassador, we are currently delighted with Lawrence "Teeny" White's songs, which are sufficiently romantic for our spring mood. Rosalean and Seville, who dance there, have proved themselves a major attraction to the boys and girls home from the campus.

"FLANEUR"

Hat by Vogue Hat Co.

A tailored dress and bolero with crisp, white pique trim, for town wear during Summer days. Styled in ***Kaycraft*** Lovely Lady Chiffon Voile. Sanforized shrunk* and T. B. L. anti-crease. In navy, wine, copen, brown.

** Residual shrinkage less than 1%.* Sizes 10 to 20. ***Under $16***

At one fine shop in most cities. Write us for the name.

PIERROT DRESS CO. 498 SEVENTH AVENUE, NEW YORK

HOUSE & GARDEN'S PORTFOLIO OF *Flower Prints*

Twenty-five superb illustrations, in full color, suitable for framing, with an introductory essay by Richardson Wright.

Use the coupon below to order this beautiful Portfolio of 25 flower prints as published in House & Garden. Each print appears on a separate sheet of fine paper with wide margins. As decorative notes for the home or gifts for friends, they are ideal.

$5 Postpaid—Now on Sale

THE CONDÉ NAST PUBLICATIONS, INC., GREENWICH, CONN.

I enclose $5 for House & Garden's Portfolio of Flower Prints (postpaid).

Name _____

Street _____

City _____

State _____ VM 4-1-40

LONG *cigarettes*

KING SIZE . . . *to the Queen's Taste!*

VOLUPTÉ

Important new fashion in smoking . . these longer, cooler cigarettes. And now a way to carry them! Volupté presents the new KING SIZE *cigarette case. Slim and distinguished in brush gold or silver finish. Also in black or white enamel. Holds fourteen cigarettes. At outstanding stores.*

COMPACTS AND CIGARETTE CASES • 347 FIFTH AVENUE, NEW YORK

HANDKERCHIEF of the MONTH*

Springtide

Welcome spring with a handful of floral beauty . . . sprightly blossoms that echo fashion's flower-mad mode. Scallop-hemmed white sheer linen, with garlands of colorful patterns. Look for the label . . . at your favorite store . . . . . 50¢

Burnel — New York

*Reg. U. S. Pat. Off.

I DO . . . I DO . . . I DO . . .

This is a photograph of a young Swedish bride wearing the traditional golden "krona" worn in Sweden since the Middle Ages. Her veil is the sheerest mull, embroidered with the names of all the brides who have been married in it

(Continued from page 47) *I do want my mother to look beautiful.* Even though she's in a left-hand pew, she'll BE part of the bridal party if she's wearing a veiled flower toque and a gown the colour of yours. If you're in blue tulle, for instance, it's a fine compliment to have her in blue crêpe and lace...like the ankle-length gown we picture on page 120. (There, too, is a beige dress for the bride's mother and a white-ground print for her, if you wear white.)

I do want a dashing costume to "go away" in. If you're driving away to a country inn, change to a soft sack suit of sawdust-beige corduroy (March 15 Vogue) and belie your feelings with a completely casual aspect. You might carry your big corduroy hat. If you're off to a city, wear the sleek, fitted, polka-dotted taffeta town suit on page 83...with a snow-white pill-box thickly overlayed with honeysuckle vines (on page 68).

I do want a wonderful trousseau. A trousseau of hats—flower ones like the morning-glory cluster that ties on with a velvet bow over your brow (page 68). And the big felt Breton with imperturbable lines in our No Margin for Error portfolio (page 87). You'll want snowy straws spiked with flowers; little bright sailors for your silk suits.... If you don't marry in pink, then choose Lelong's drifting pink tulle for a trousseau evening gown. And be a "fascinating woman" in black chiffon, its sleeves and low-necked bodice glimmering with bands of jet.

Dormoy and Paquin and Creed must have been thinking of brides when they designed their collections of spring tailleurs. Consider the navy-blue Dormoy, with a pink-and-white pin-dotted blouse on page 53. The Creed with shaft-straight skirt and cuff curling around the hem of the jacket (page 74). For afternoons, there are clear, beautiful prints and tissue-paper thin taffetas... scrubbed navy-blue and white checks. Paquin does a wonderful one with fat pockets (page 53).

You'll want some especially wonderful memorabilia for your trousseau. Like Maggy Rouff's Abraham Lincoln fringed, knitted shawl to wear with your tailleur. Like Schiaparelli's red heart bag with a lipstick in the quiver. Like Bruyère's "necklace furs"—an Ascot done in ermine. A rope that loops around and around...of kolinsky. Like a luminous flower for your hair, gleaming in the dark. Like a flaming top-coat to wear over all your beige and navy-blue and black clothes...called, this season, Life Red.

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

The ARISTO

The FRIPPE

The MODERNE

National RED CROSS SHOE WEEK

March 29th to April 6th

The DRESDEN

The PLAZA

You'll be thrilled down to your toes—when you see this breath-taking showing of the season's brilliant new Red Cross Shoes. All the smartest fabrics and colors—all the newest fashion notes are here in this perfect-fitting, youth-giving footwear of America's smartest women. Choose *your* complete Red Cross Shoe wardrobe, *this* week. The United States Shoe Corporation, Cincinnati, Ohio.

The RODEO

America's unchallenged shoe value at

$6.50

Denver West $6.85

The FLIRT

THE UNITED STATES SHOE CORP. RED CROSS SHOE CINTI. USA

Only Red Cross Shoes are made over the registered and exclusive "Limit" Lasts.

RED CROSS SHOES — A BEAUTY TREATMENT FOR YOUR FEET

Actual color photograph shows James Oliver of Willow Springs, N.C., harvesting better-than-ever tobacco grown by U. S. Government methods. (At bottom) Roy Daniel, tobacco auctioneer, in action.

"Uncle Sam did a fine job

of making tobacco better than ever

...and Luckies always buy the choice grades," says Roy Daniel, 29 years a tobacco auctioneer

Simple as A B C are the reasons why we ask: "Have you tried a Lucky lately?"

A. Uncle Sam's scientific improvements in soil, seed and plant-foods have enabled farmers to grow the finest tobacco in 300 years.

B. Like Roy Daniel, the overwhelming majority of independent tobacco experts—auctioneers, buyers, warehousemen—smoke Luckies. They *know* Luckies buy the choice grades of the finer crops.

C. The "Toasting" process, on top of 2 to 4 years' aging, makes them extra-mellow...takes out certain throat irritants found in all tobacco.

A cigarette that offers the choicer grades of finer tobacco crops...*plus* throat protection! Try Luckies for a week, and you'll know why...

WITH MEN WHO KNOW TOBACCO BEST
—IT'S LUCKIES 2 TO 1

Have you tried a Lucky lately?

Copyright 1940, The American Tobacco Company